The Universal Online Private Practice For LCSW's Improves Mental Healthcare
Presented by
Kurt LaRose MSW LCSW CHT CSW QUALIFIED SUPERVISOR
NASW-FL State Conference
Orlando, Florida
June 16-18, 2016

Digital Private Practice is here!

LCSW’s who wish to professionalize the private practice model in their local communities can do so in the digital social work practice model.

Clinical Social Workers are experts in a unique discipline. Private practice can reflect a professional role to the larger mental health system. LCSW care is enhanced using a digital practice model built on standard, rsal, and ethical tered

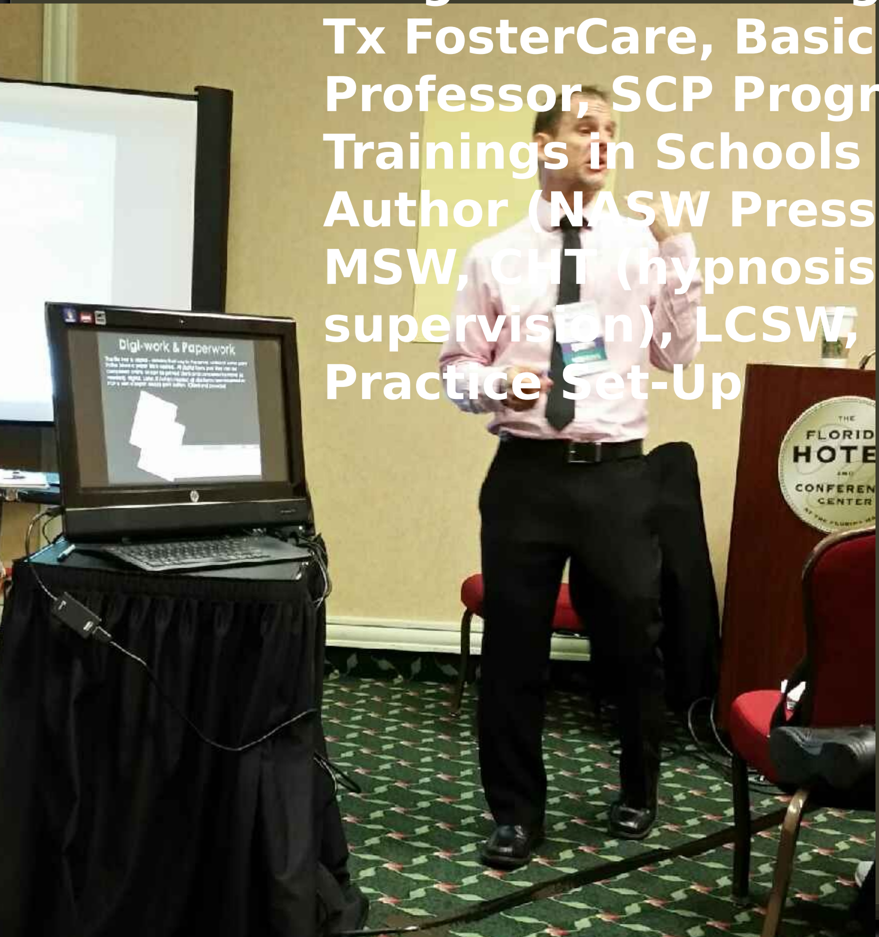
What is planned for today…

- Learning Objectives As Provided.
- Breaks (as needed; look at ½ way mark)
- If not complete at noon, we will end on time.
  - If not done – I'll just move to the end of the slides and list the links I've found helpful in investigation, comparing, sorting out terms, linking, etc.
- Power point will be posted online as an update to the www.talkifuwant.com/providers.htm page.

Who is LaRo

www.talkifuwant.com/bio.h

NASW Member – 2005 to present
Drug Education Program, Reside
Tx FosterCare, Basic Needs Serv
Professor, SCP Program, Professional Development Trainings in Schools and Colleges, CEU Trainer, Author (NASW Press, and others), Private Practice, MSW, CHT (hypnosis), CSW Supervisor (licensure supervision), LCSW, now training LCSW's Secure Practice Set-Up


Digi-work & Paperwork
THE
FLORID
HOTE
CONFEREN
CENTER

What I am not …

Not IT
Not a programmer
Not a web developer
Not Advertising/marketing expert
Not a lawyer
Not an owner of a digital server / cloud based product (I use one)

A few passions …

- I’ve taught SOW at the college level. I love the academics of our profession and the idea of social workers being professionalized.
- I’ve been a client self determined provider since opening, and have long preferred having control over my own healthcare - before I knew that a discipline so endorsed it (SOW Self Determination, Client Centered Practice).
- I wanted before SOW, my own healthcare, I wanted my own kind of healthcare providers, and I wanted it to be paid for if at all possible.
- I am going to speak about social work and clients, and our common work as change agents (strength based) in ways that are maybe idealistic, and possibly grandiose. I believe this is practical, beneficial, and easy to implement.
- I am going to ask you to be involved in today’s presentation … I’ve not presented this before and I give high regard to your (our) expertise. I tell my patients / clients that the profession of SOW is this: “we know a little bit about almost everything in humans, and that’s the only thing we know allot about” We are experts in this regard alone.

A little hx and disclosures to consider …

- I started my practice in 2005.
- I set up my own domain on the web in 2010. The Domain name was all about transferability knowing that one day I would leave practice.
- In 2012 after investigating servers and practice management software I went with the web programmer which will be discussed in this presentation. They became my vendor in 2012 and this has since evolved into a contractual affiliate partnership.
- **(Disclosure) -** I do have a financial interest in use of this business model, in one primary way – the server costs and my affiliate terms. ****Code**
- **(Disclaimer) -** I will be mentioning other products and services I have used that will help digital practice models operate. You can think of them as "driving directions" to your practice. (****No financial gain)**
- **My Biases –**
  - I am going to talk candidly about third party payors, clients, providers, collections and even grad schools.
  - Social Workers are the solution (candidly)

Who might benefit from this Presentation

- LCSW’s (licensing at the intern level will work (self pay);
- Accepting insurance, less is more the LCSW just moves the provider to insurance paneling).
- Those who believe SOW’ers can pioneer the field of digital MH practitioners.
- Current and future private practitioners (FT or PT).
- Non-licensed professionals (Limitation with other online platforms).
- Providers using Self Pay only (Limitation non-covered)

An Article written for broad audiences: providers, clients, licensing boards …

https://onedrive.live.com/redir?resid=58B3CB4984C606B3!2023&authkey=!

AKs8OOXftr2JyI0&ithint=video%2cwmv

Definitions …

- Digital Server
- Secure Server
- Digital Practice
- Cloud based Practice
- Cloud based Server
- Online Practice (not online therapy, e-counseling)
- Digital SOW Practice

^ All of the above are, for this presentation, synonyms ^

- Defined: A server holds information; that information is accessed using the web. It is secure, to the degree possible, and meets a HIPAA privacy standard. The services of the ‘practice’ (whether ‘practice’ occurs face to face, video, chat, telephone) are utilized by a client and a provider – on the web. An effective server includes a system that contains LCSW specific forms, intakes, notes, tx plans, bio-psyches, assignments, psycho-ed sharing options, informed consent, and 24 hour access by patients and the provider.

A way to get there ….

Methods to finding a SOW centered digital practice server

- Web searching and comparing products to use: pick your search engine
- A quality product then, can be viewed via lens of linking (SOW skill)
- Narrow the products to those that are literally link-able (to clients, to the provider, to other web services, search engines). You are given URL’s you can use (and customize)
- Consider if “billing,” “invoicing,” payments processing, and claims processing are included to narrow the list more (ie: when I started with the server).
- Do you want to schedule? Do you want clients to schedule? Can you make schedule public? And are links generated?
- Next, are the forms to operate already templated (with modification options) or do they have to be created (either by provider or by the server; ie: when I started with the server).
- This list will be pretty narrow – so next consider and compare costs.
- Then consider costs, and terms: monthly, contracted, non-contracted, cost per number of clients, ending and records access (ie: I started…).
- In a 40 minute web search we could not find a single server to appear with the above criteria – not one – not even the brand I use.
- Look at list of links near end of presentation (for networking all of the above)

Some useful “tools” in setting up a stable “digi-practice”

NOTE: These tools are what make the online access of your practice transferrable; a key in stabilizing LCSW care for / to patients.

- Using a branded domain instead of a provider named URL; (a non-provider specific URL is created)
  - A domain that you own helps to possibly get a analytics code that is added to your homepage source code.
- A digital server (see way to get there) can generate a link for provider and client side access.
- The server URL/link is added to provider branded domain site
- The branded domain URL/link is added to the server (not all practice servers have this option)
- NASW Member – a Link is added to branded domain
- Licenseee Look-up - a link is added to branded domain
- Psychology Today sign up – a link is added to branded domain (ie: use in my practice since late 2010)
- HealthGrades (evaluations are higher with free consults) generates domains for licensed professionals – link is added to branded domain.
- If domain is not used, server can generate a practice landing page as a part of the set up of the server.

Other useful "tools" that increase credibility for a "digi-practice"

NOTE: These tools are what make the online access of your practice transferrable; a key in stabilizing LCSW care for / to patients.

SOCIAL MEDIA TOOLS
used in linking, particularly
I recommend social media ethics CEU 1st
(when I started social media ethics hadn't been set up yet)

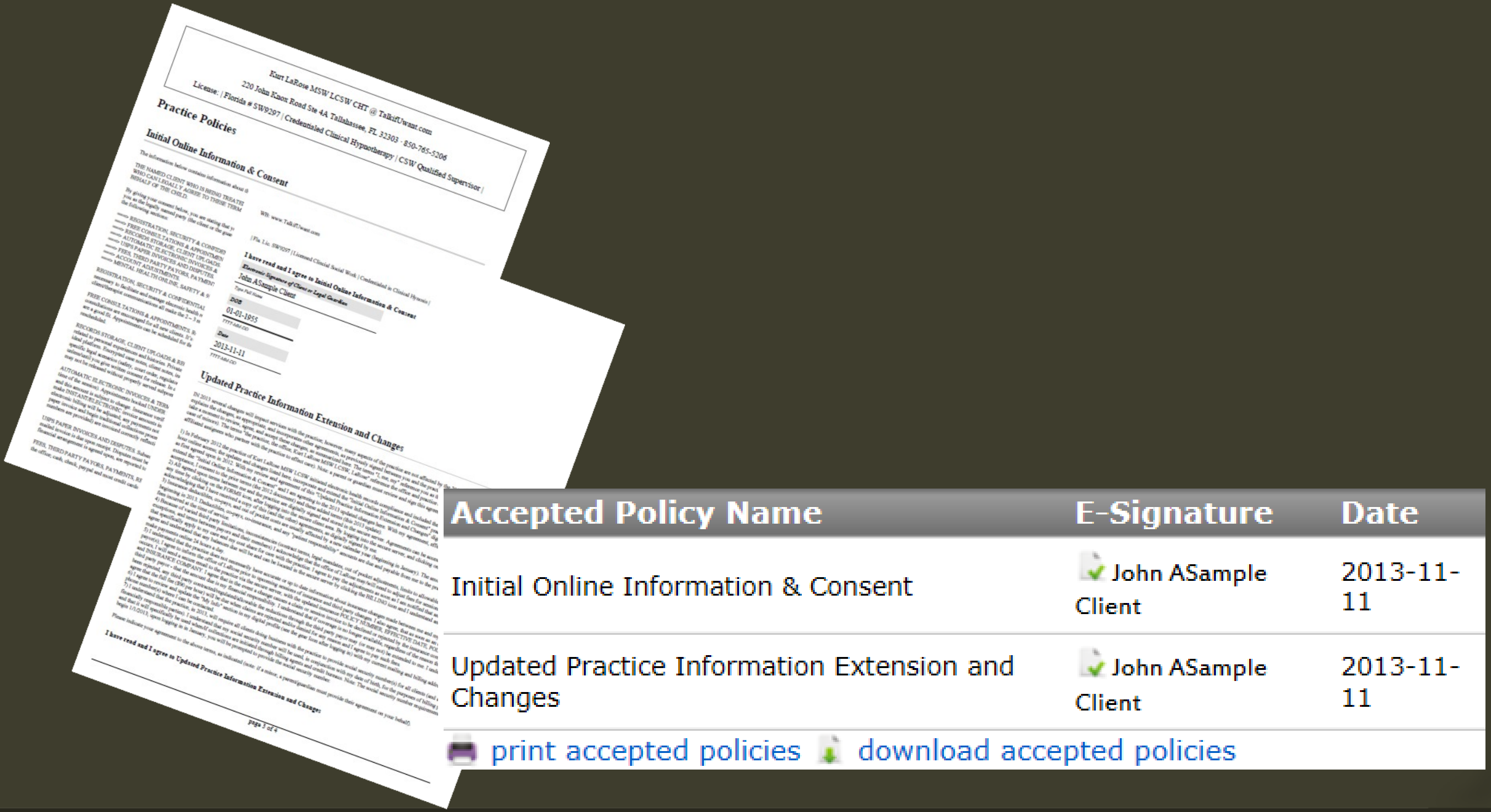
- Google Circles (recommend social media CEUs)
- LinkedIn (recommend social media CEUs)
- Twitter (recommend social media CEUs)
- Professional Facebook (recommend social media CEUs)
- Blogger (maybe two or three posts)

The client access link and the branded domain appear in all of the posts. Most posts I've done are static – that is they do not require a regular posting sequence to generate leads.

NOTE: Server is NOT social media; it is HIPAA compliant (different than HIPAA Certified) – clients cannot access other clients, just as they would not in a private practice office.

Digi-work & Paperwork

The file that is digital – remains that way in the server, unless at some point in the future a paper file is desired. All digital forms (not files) can be completed online, or can be printed blank and completed by hand (as needed). digital. Later, if / when needed all digi-forms are converted to PDF's with a export and/or print button. (Client and provider)



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Practice Policies

Initial Online Information & Consent

I have read and I agree to Initial Online Information & Consent

John ASample Client

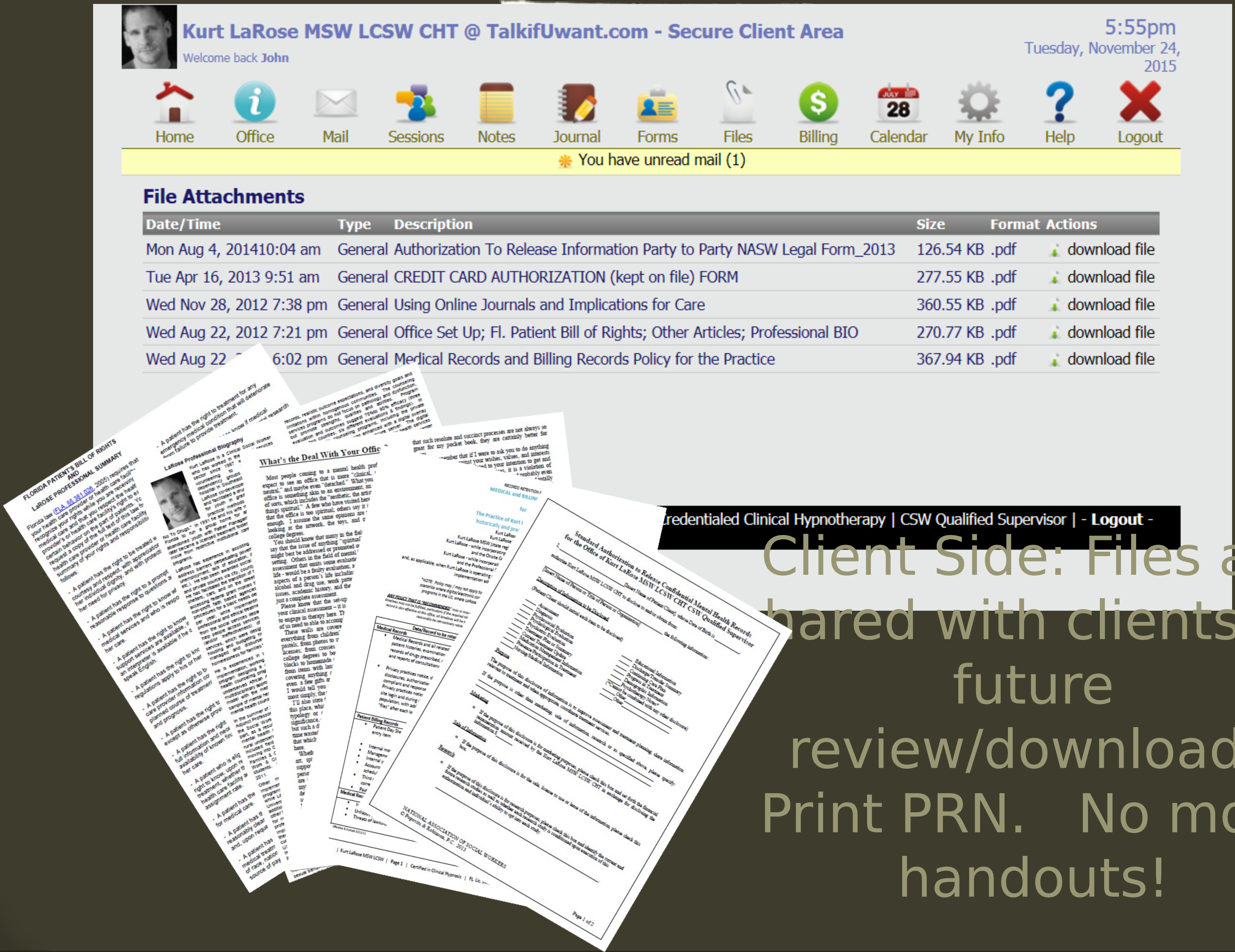
01-01-1955

2013-11-11

Updated Practice Information Extension and Changes

I have read and I agree to Updated Practice Information Extension and Changes

Accepted Policy Name	E-Signature	Date
Initial Online Information & Consent	✓ John ASample Client	2013-11-11
Updated Practice Information Extension and Changes	✓ John ASample Client	2013-11-11



Kurt LaRose MSW LCSW CHT @ TalkifUwant.com - Secure Client Area

Welcome back **John**

5:55pm
Tuesday, November 24, 2015

You have unread mail (1)

File Attachments

Date/Time	Type	Description	Size	Format	Actions
Mon Aug 4, 201410:04 am	General	Authorization To Release Information Party to Party NASW Legal Form_2013	126.54 KB	.pdf	download file
Tue Apr 16, 2013 9:51 am	General	CREDIT CARD AUTHORIZATION (kept on file) FORM	277.55 KB	.pdf	download file
Wed Nov 28, 2012 7:38 pm	General	Using Online Journals and Implications for Care	360.55 KB	.pdf	download file
Wed Aug 22, 2012 7:21 pm	General	Office Set Up; Fl. Patient Bill of Rights; Other Articles; Professional BIO	270.77 KB	.pdf	download file
Wed Aug 22 6:02 pm	General	Medical Records and Billing Records Policy for the Practice	367.94 KB	.pdf	download file

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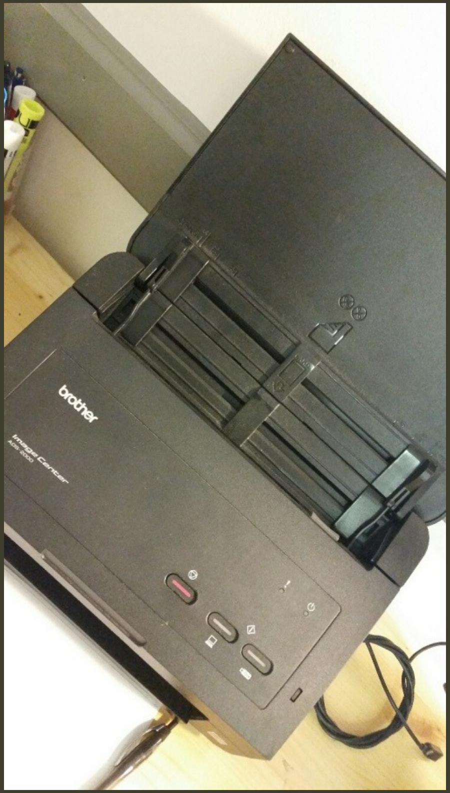
Client Side: Files are shared with clients for future review/download / Print PRN. No more handouts!

Things you will no longer need in a digital server, cloud based practice …

DVD-R
BIC
Wite-Out

Things you WILL NEED in a cloud based practice …


brother
ImageCenter

TalkifUwant

amazon basics
12

What one provider says …

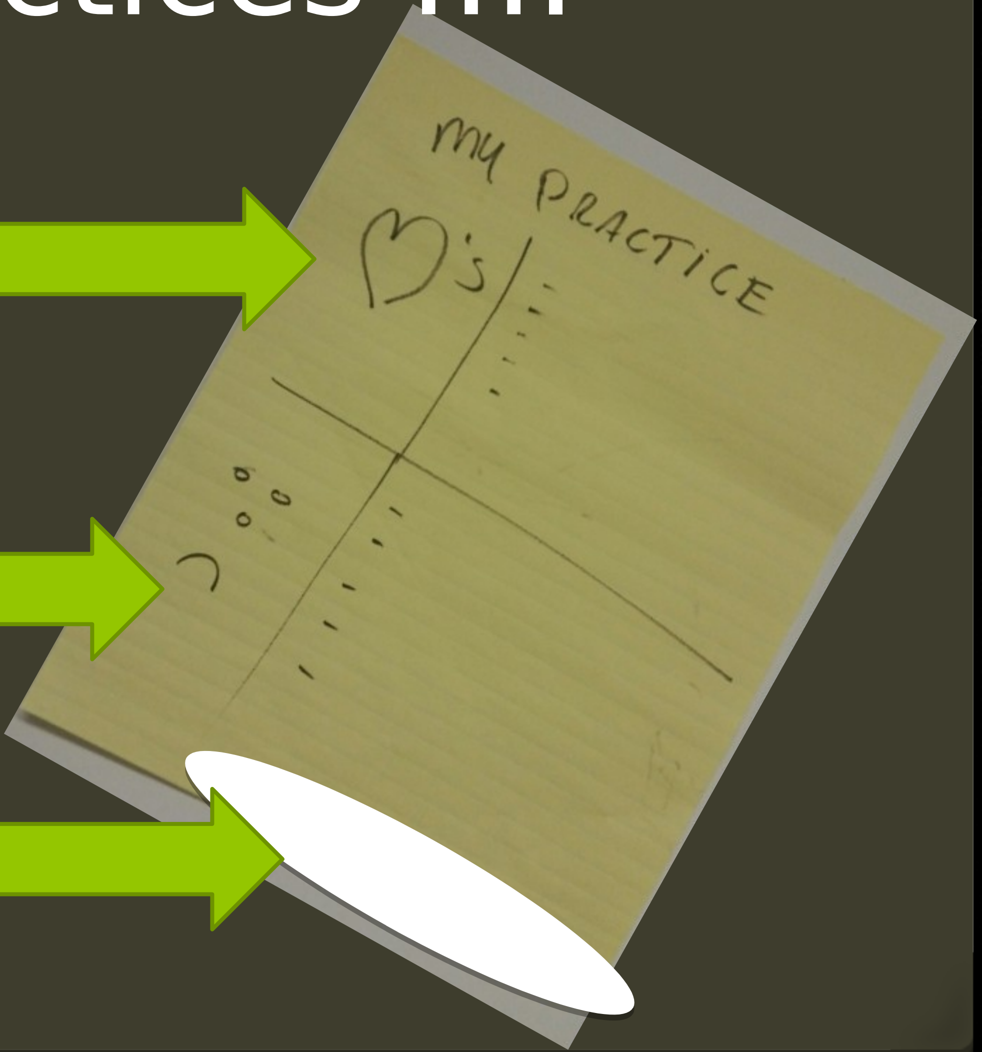
https://youtu.be/1eWaccNMqvY

Let’s Hear About You and Your Practices ….

List 4 – 5 positives about your practice

List 4 – 5 negatives about your practice

Please Add Your Name Here To Help Identify These Lists Today



The Server is a Patient Portal and a Provider Portal

The Provider Side

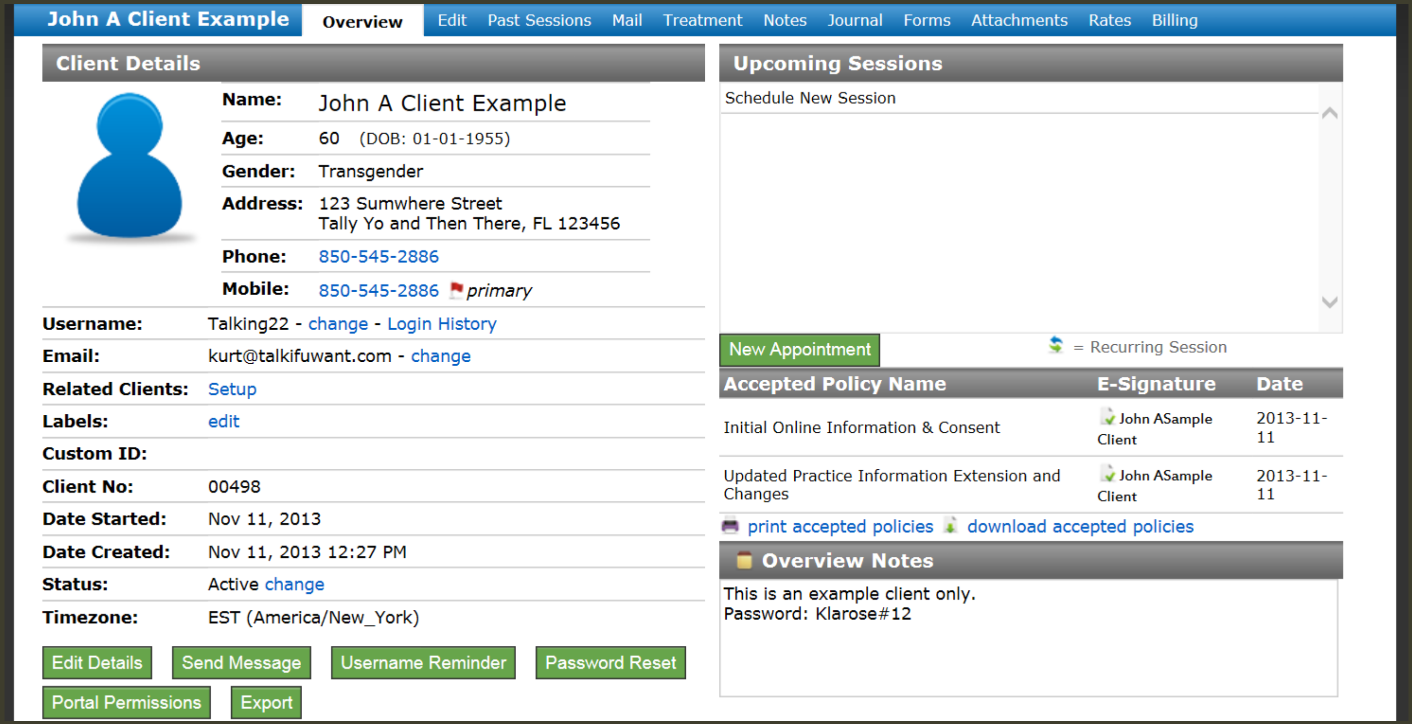
- Controlled Scheduling (clients, provider, both)
- Public Calendar
- Billing to Client
- Billing to Insurance
- Collection in CC Processing
- Records / Forms – One click
- Session Notes, shared files, can be shared

The Client Side

- Client initiates
- Self Scheduling (based on provider settings)
- Appointment Reminders (email/text/call)
- Secure Email
- Payments
- 24 hour Journaling
- Notes/Files can be reviewed

Provider Side
SINGLE CLIENT MANAGEMENT

Here the provider manages all digital information related to the CLIENT FILE


John A Client Example
Overview
Edit
Past Sessions
Mail
Treatment
Notes
Journal
Forms
Attachments
Rates
Billing
Client Details
Upcoming Sessions
Schedule New Session
New Appointment
= Recurring Session
print accepted policies
download accepted policies
Overview Notes
Edit Details
Send Message
Username Reminder
Password Reset
Portal Permissions
Export

Name: John A Client Example
Age: 60 (DOB: 01-01-1955)
Gender: Transgender
Address: 123 Sumwhere Street
Tally Yo and Then There, FL 123456
Phone: 850-545-2886
Mobile: 850-545-2886 *primary*
Username: Talking22 - change - Login History
Email: kurt@talkifuwant.com - change
Related Clients: Setup
Labels: edit
Custom ID:
Client No: 00498
Date Started: Nov 11, 2013
Date Created: Nov 11, 2013 12:27 PM
Status: Active change
Timezone: EST (America/New_York)

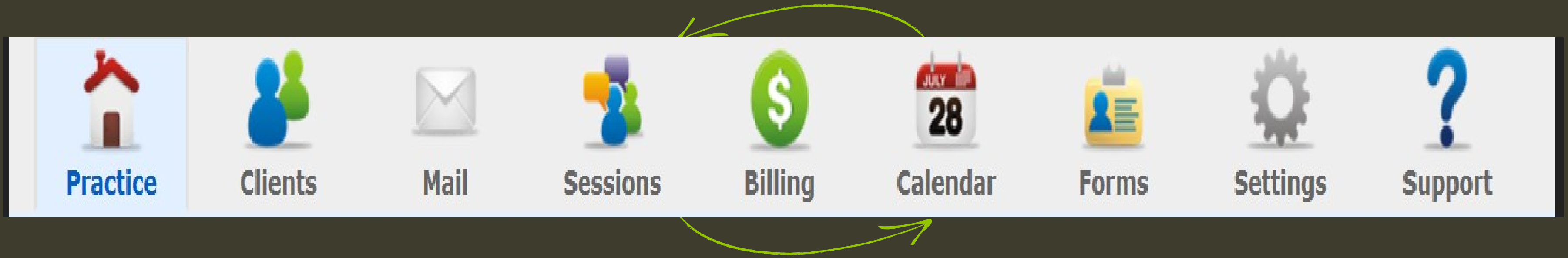
Accepted Policy Name	E-Signature	Date
Initial Online Information & Consent	John ASample Client	2013-11-11
Updated Practice Information Extension and Changes	John ASample Client	2013-11-11

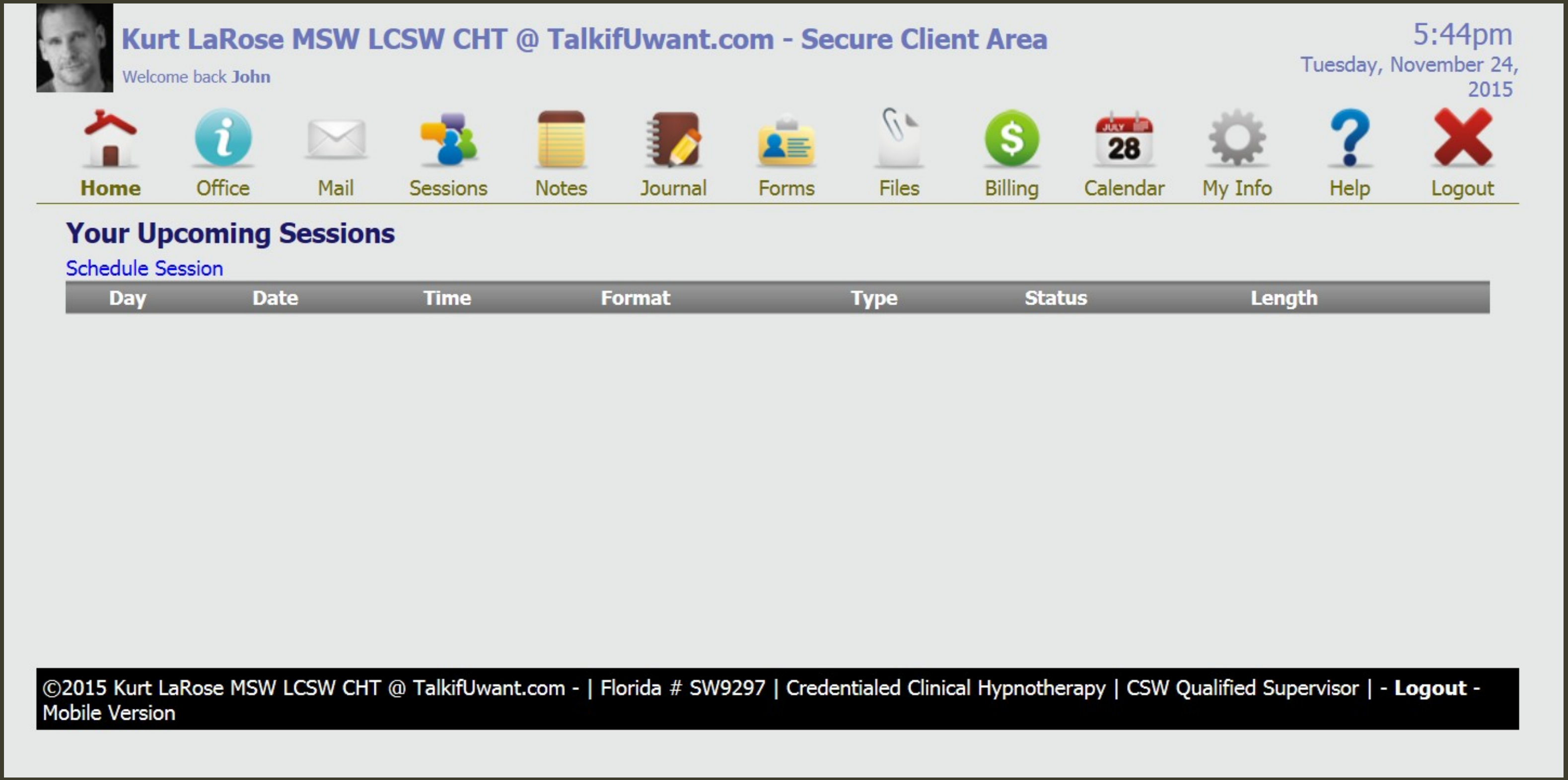
This is an example client only.
Password: Klarose#12

Provider Side

PRACTICE MANAGEMENT

Here the provider manages all digital information related to the ENTIRE PRACTICE


Practice
Clients
Mail
Sessions
Billing
Calendar
JULY
28
Forms
Settings
Support


Home
Office
Mail
Sessions
Notes
Journal
Forms
Files
Billing
Calendar
My Info
Help
Logout

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Welcome back **John**

5:44pm
Tuesday, November 24, 2015

Your Upcoming Sessions

Schedule Session

Day	Date	Time	Format	Type	Status	Length

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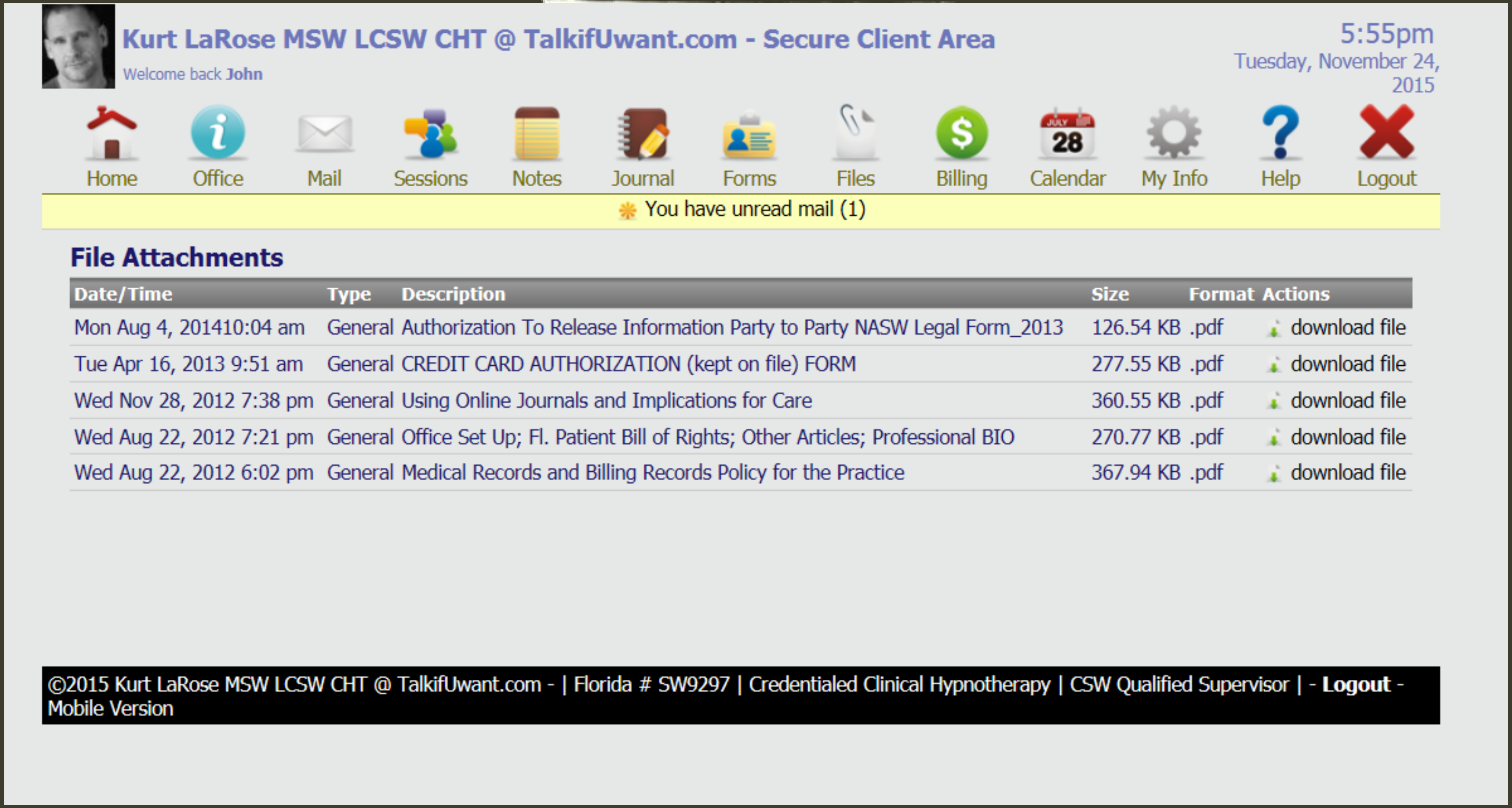
Client Side
24 hour access by clients



Kurt LaRose MSW LCSW CHT @ TalkifUwant.com - Secure Client Area
Welcome back John
5:55pm
Tuesday, November 24, 2015
Home
Office
Mail
Sessions
Notes
Journal
Forms
Files
Billing
Calendar
My Info
Help
Logout

You have unread mail (1)

File Attachments

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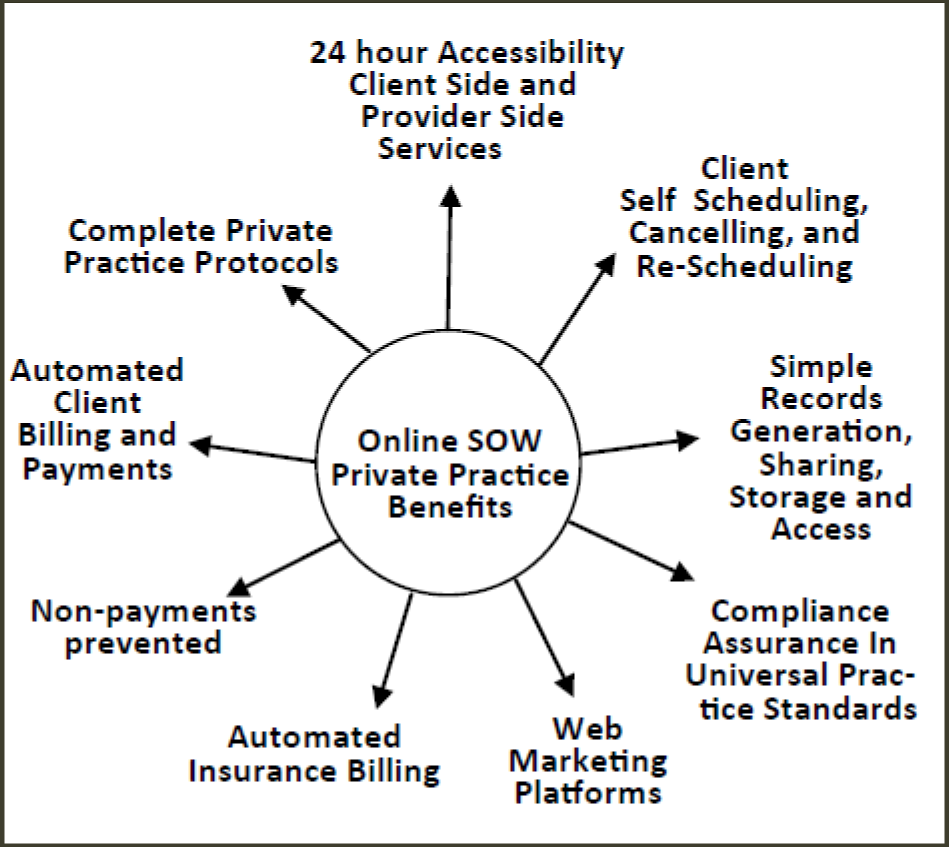
Client Side: Secure messages are noticed in server.

Using an eco-map as a guide talk about the model and how it works



Online SOW Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

Simple Records Generation, Sharing, Storage and Access

Compliance Assurance In Universal Practice Standards

Web Marketing Platforms

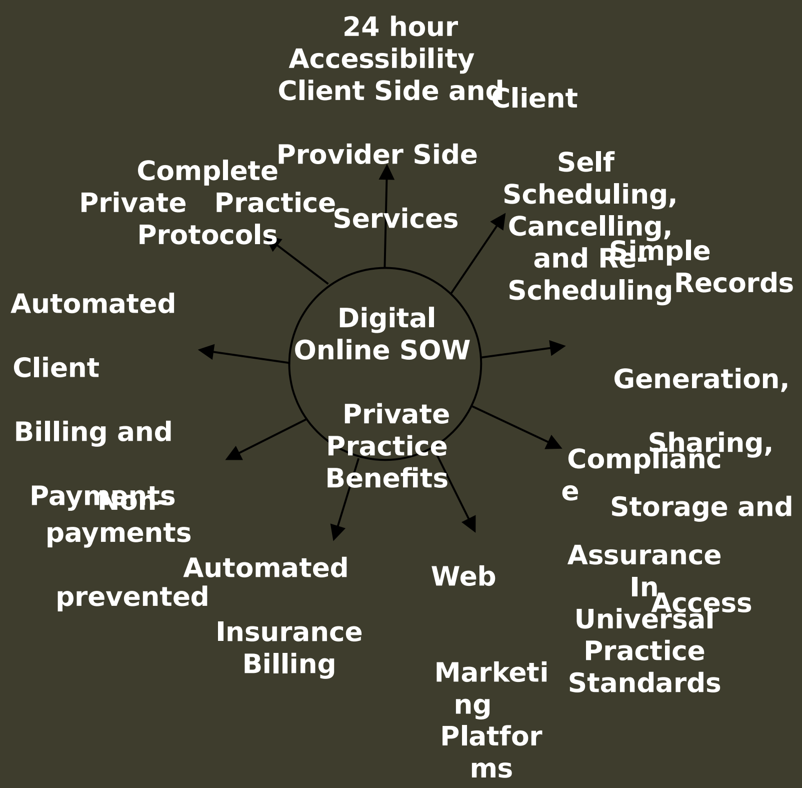
Automated Insurance Billing

Non-payments prevented

Automated Client Billing and Payments

Complete Private Practice Protocols

Here’s how this will flow …



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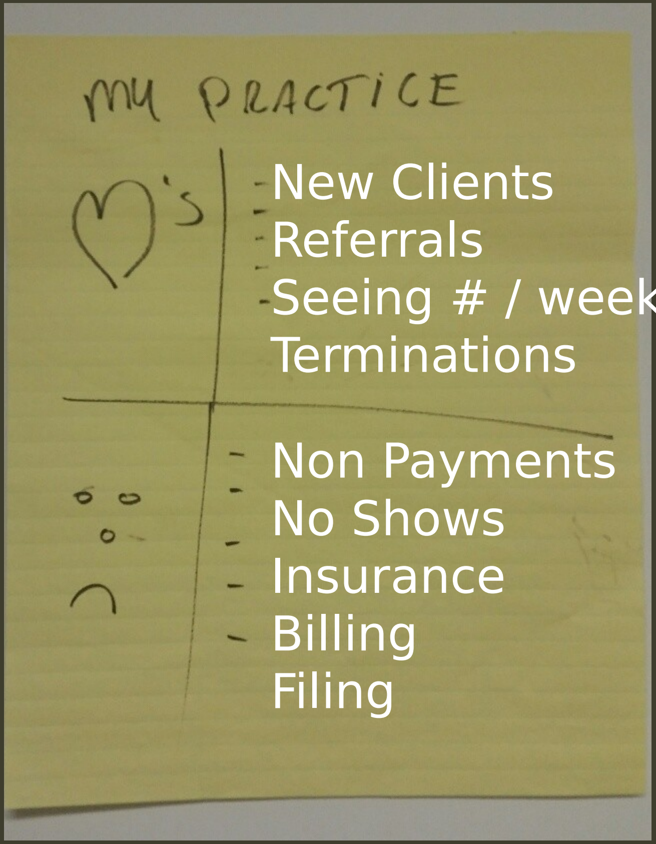
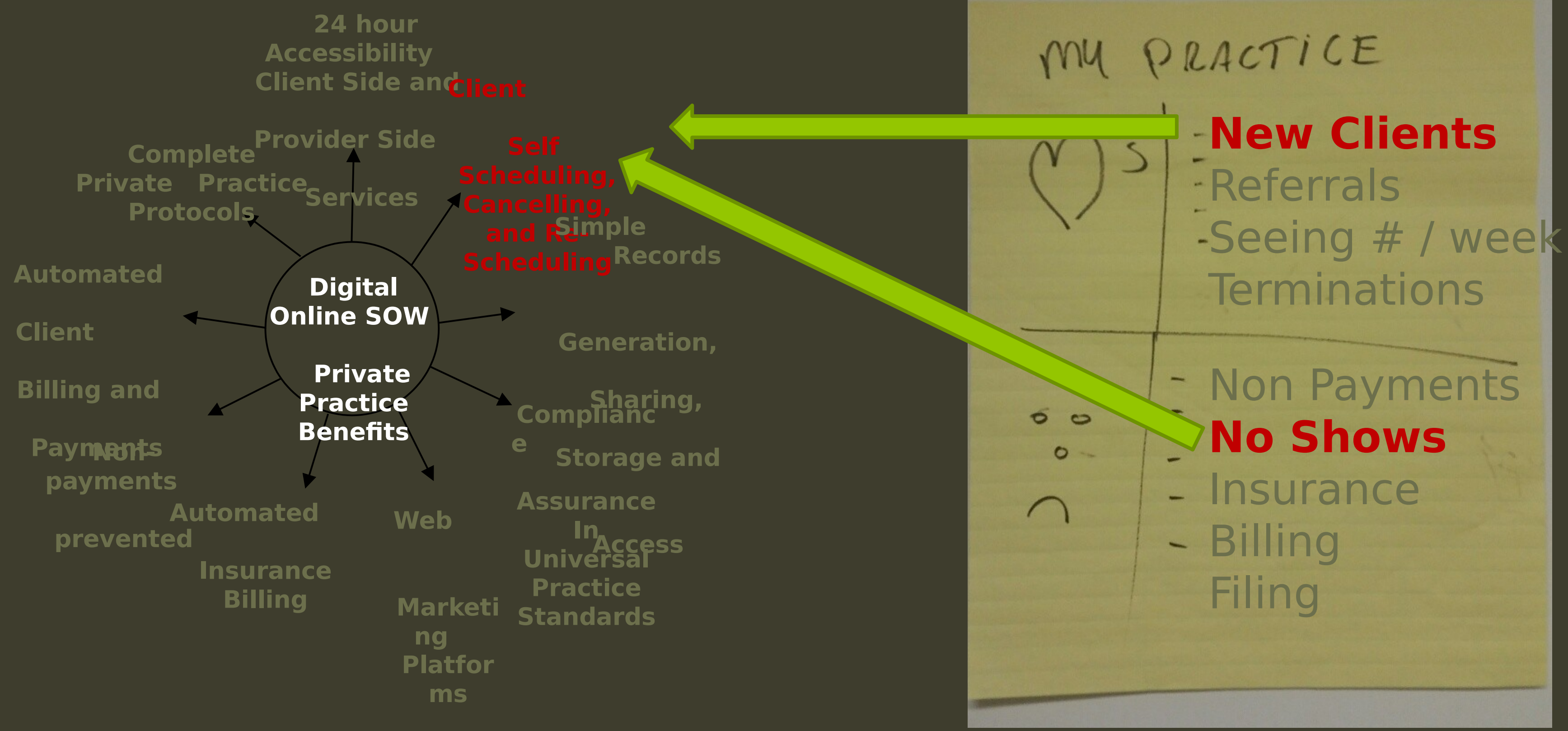


- New Clients
- Referrals
- Seeing # / week
- Terminations

- Non Payments
- No Shows
- Insurance
- Billing
- Filing

I'll try to relate the "my practice" info to the eco-map information …



Digital Online SOW

Private Practice Benefits

24 hour Accessibility Client Side and Provider Side

Services

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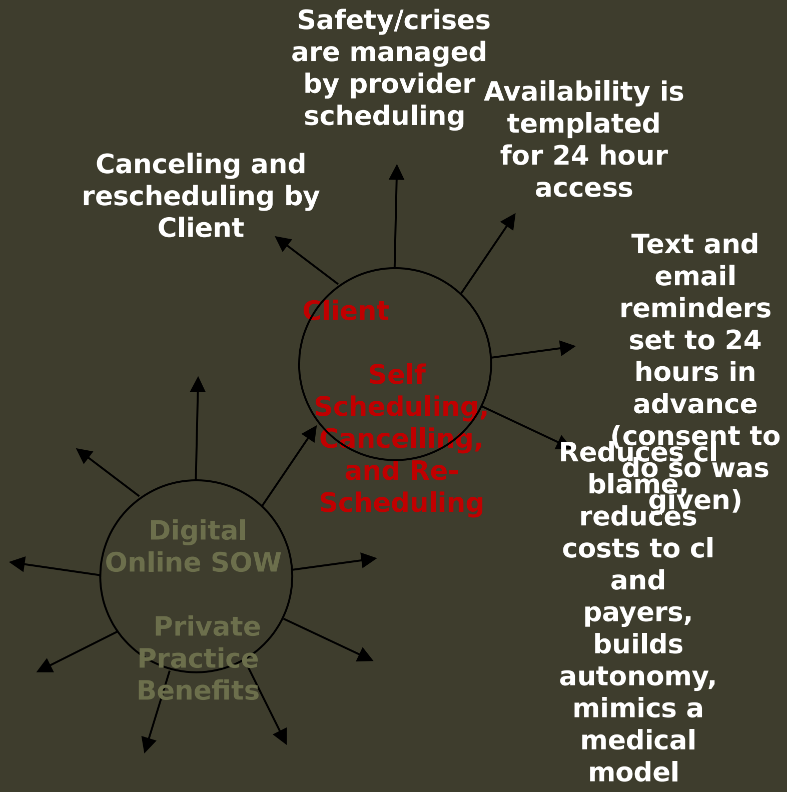
- **New Clients**
- Referrals
- Seeing # / week
- Terminations

- Non Payments
- **No Shows**
- Insurance
- Billing
- Filing

Next, I'll talk about the digital server more specifically …



Digital Online SOW

Private Practice Benefits

Client

Self Scheduling, Cancelling, and Re-Scheduling

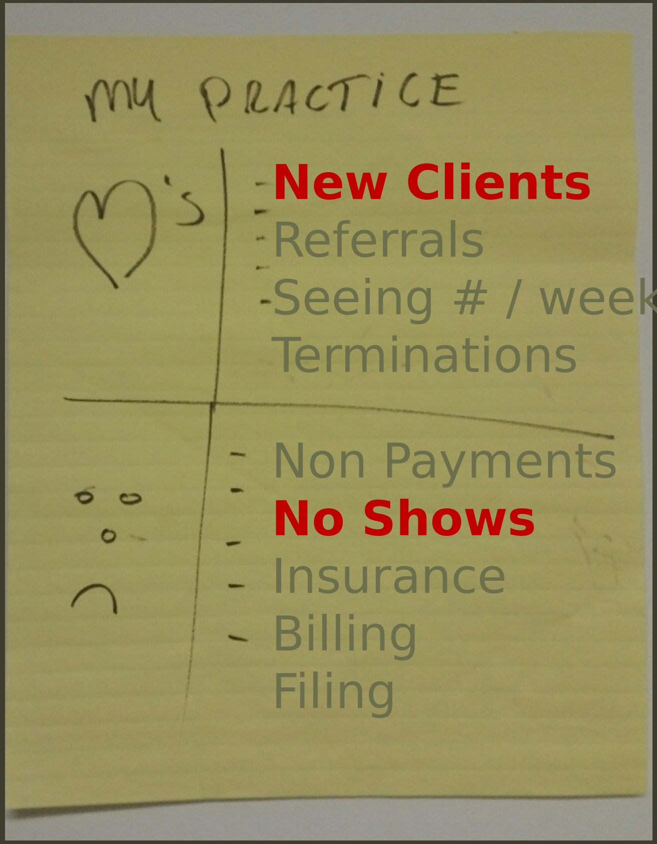
Safety/crises are managed by provider scheduling

Availability is templated for 24 hour access

Canceling and rescheduling by Client

Text and email reminders set to 24 hours in advance (consent to do so was given)

Reduces cl blame, reduces costs to cl and payers, builds autonomy, mimics a medical model

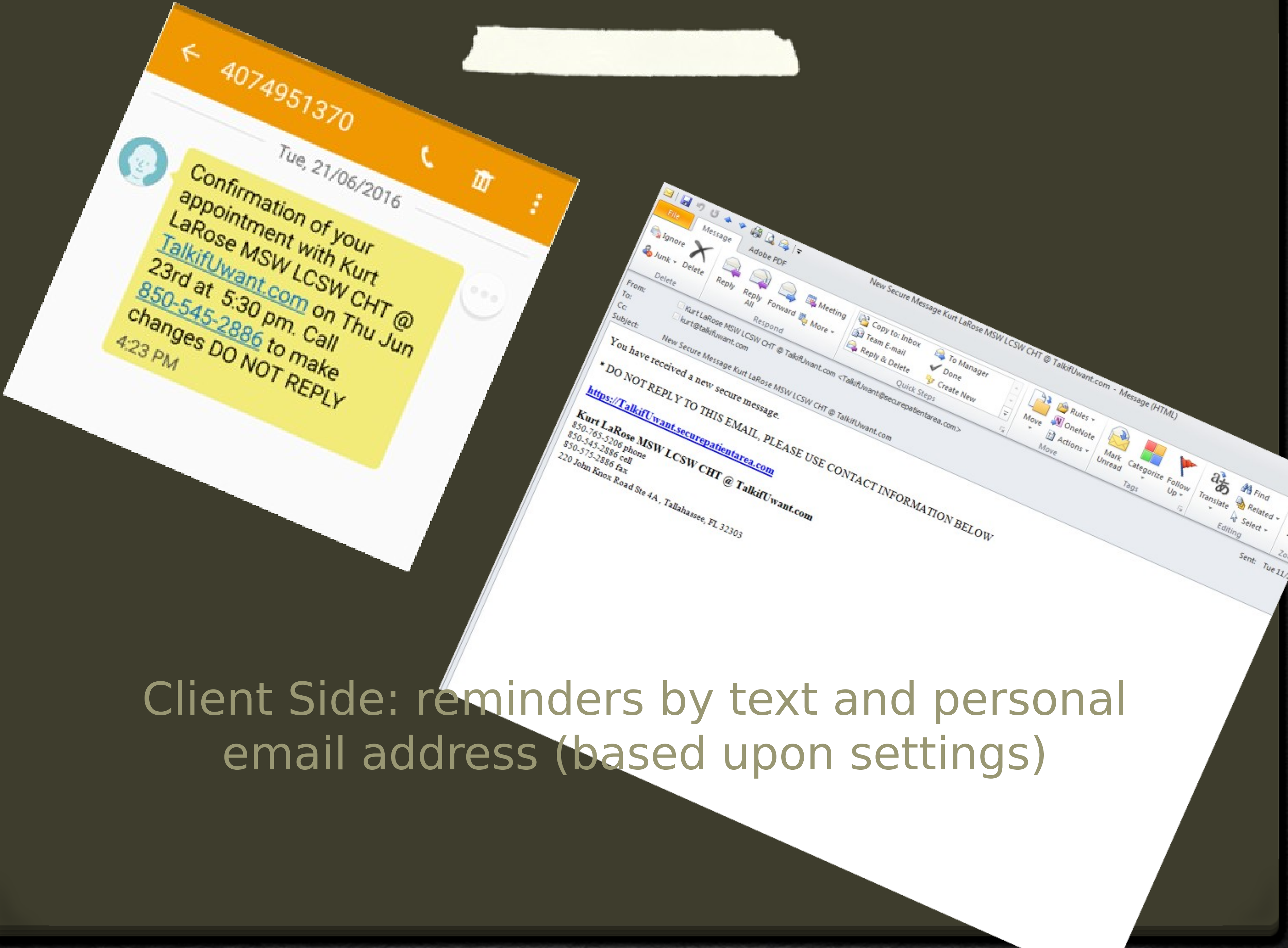


- New Clients
- Referrals
- Seeing # / week
- Terminations

- Non Payments
- No Shows
- Insurance
- Billing
- Filing

Then look at a server example (client and provider side) …

This Video: https://youtu.be/PF5JC3xOW6I
Demo Client Side: https://anynamehere.SecurePatientArea.com
Demo Provider Side: http://www.counsol.com/site/access/login



4074951370

Tue, 21/06/2016

Confirmation of your appointment with Kurt LaRose MSW LCSW CHT @ TalkifUwant.com on Thu Jun 23rd at 5:30 pm. Call 850-545-2886 to make changes DO NOT REPLY

4:23 PM

New Secure Message Kurt LaRose MSW LCSW CHT @ TalkifUwant.com - Message (HTML)

From: Kurt LaRose MSW LCSW CHT @ TalkifUwant.com <TalkifUwant@securepatientarea.com>

To: kurt@talkifuwant.com

Cc:

Subject: New Secure Message Kurt LaRose MSW LCSW CHT @ TalkifUwant.com

Sent: Tue 11/

You have received a new secure message.

* DO NOT REPLY TO THIS EMAIL, PLEASE USE CONTACT INFORMATION BELOW

https://TalkifUwant.securepatientarea.com

Kurt LaRose MSW LCSW CHT @ TalkifUwant.com
850-765-5206 phone
850-545-2886 cell
850-575-2886 fax
220 John Knox Road Ste 4A , Tallahassee, FL 32303

File
Message
Adobe PDF
Ignore
Junk
Delete
Delete
Reply
Reply All
Forward
Meeting
More
Respond
Copy to: Inbox
Team E-mail
Reply & Delete
To Manager
Done
Create New
Quick Steps
Move
Rules
OneNote
Actions
Move
Mark Unread
Categorize
Follow Up
Tags
Translate
Find
Related
Select
Editing

Client Side: reminders by text and personal email address (based upon settings)

Disadvantage and Advantages

Client Self Scheduling

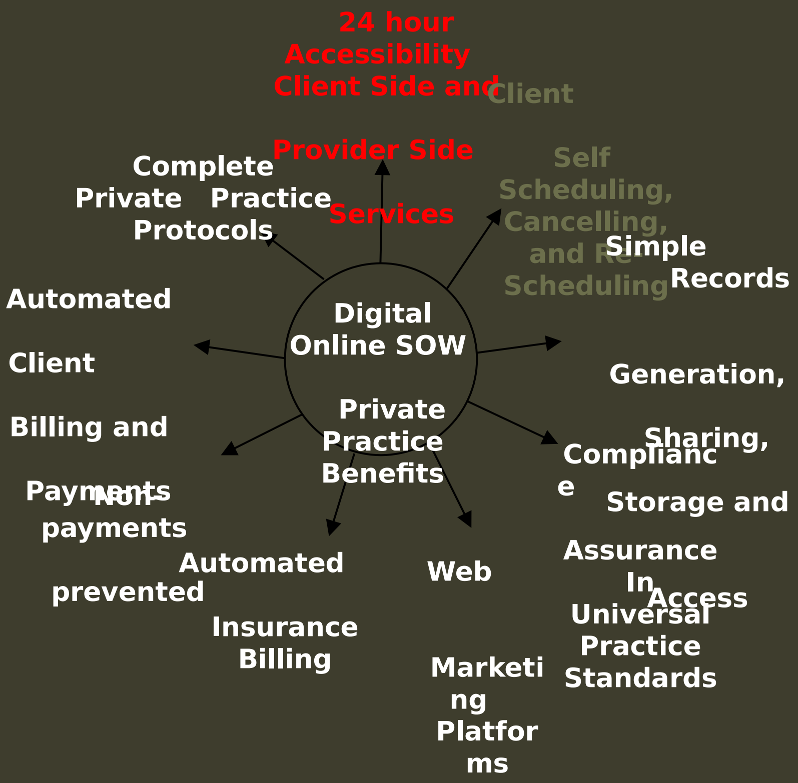
Pros

- Reduces Billing to Third Party Payors
- Reduces Therapist Blame
- Increases Cl Control / Self Determination
- Decreases Costs of Care / Burden for Costs
- Improves Motivation for Care and Tx Tolerance
- Reduces Provider Burnout

Cons

- Reduces Tx Control
- Reduces Managing Care on Behalf of Patient
- Safety Risks
- Enables Client to avoid
- Ethics: obligation to protect
- Under use of services

24 Hour Accessibility



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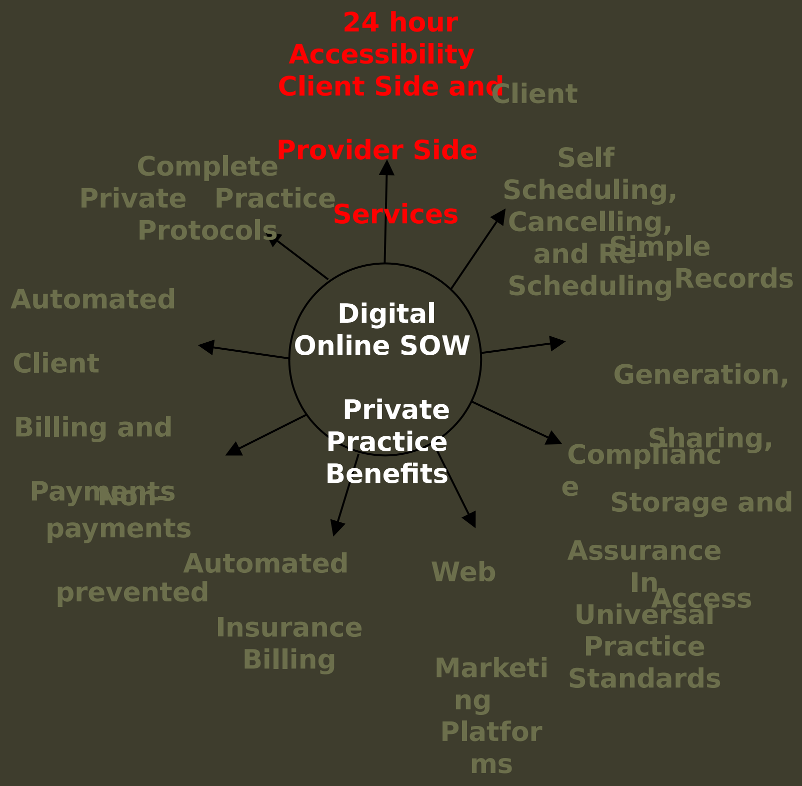
Complete Private Practice Protocols

Looking next at 24 hour accessibility as it relates to some of the “My Practice” lists …



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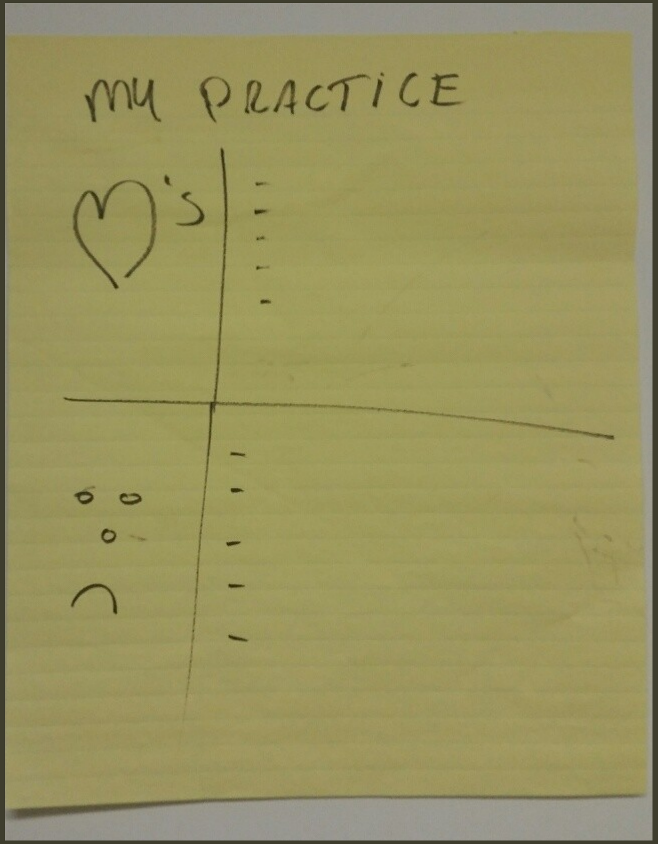
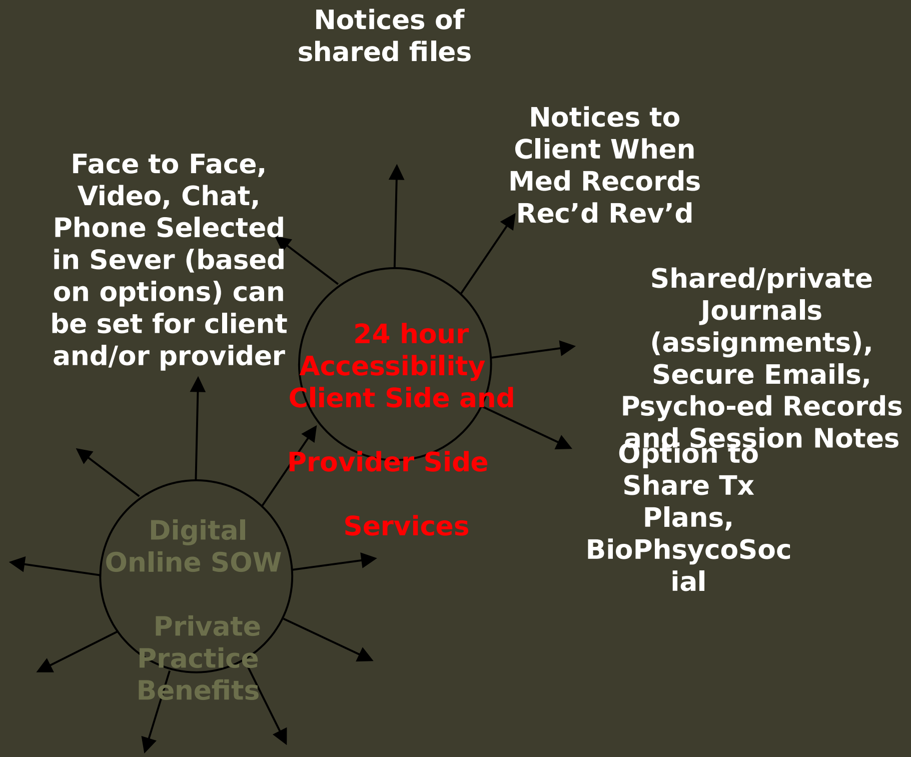


How the digital server/standardization has benefits in 24 hour accessibility …



Digital Online SOW Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Notices of shared files

Notices to Client When Med Records Rec'd Rev'd

Face to Face, Video, Chat, Phone Selected in Sever (based on options) can be set for client and/or provider

Shared/private Journals (assignments), Secure Emails, Psycho-ed Records and Session Notes

Option to Share Tx Plans, BioPhsycoSocial

24 Hour Access and looking at the server literally ...

This Video: https://youtu.be/3ll8goN4y5Q
Demo Client Side: https://anynamehere.SecurePatientArea.com

Demo Provider Side: http://www.counsol.com/site/access/login

Disadvantage and Advantages

24 Hour Accessibility

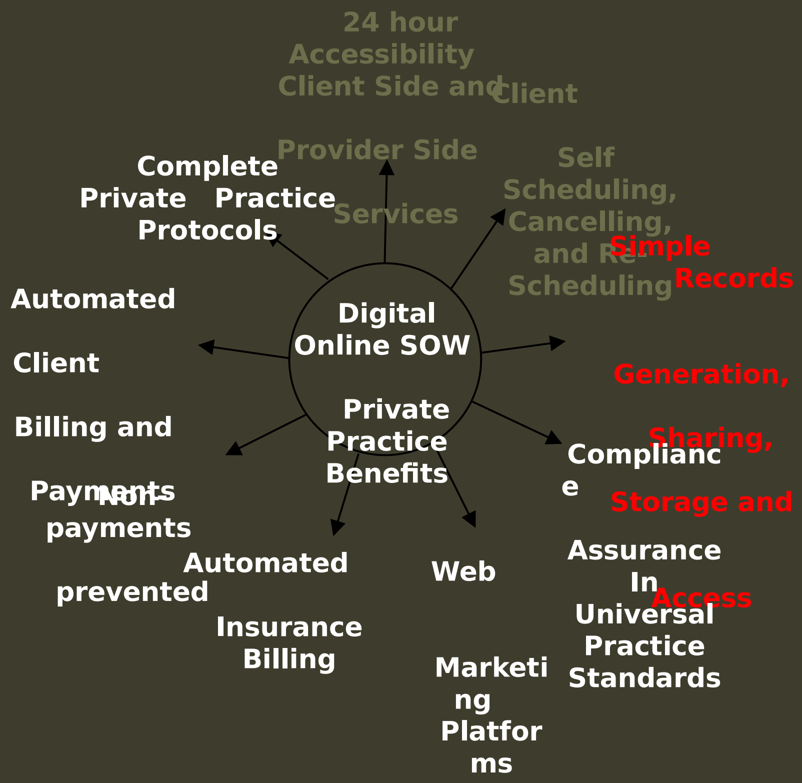
Pros

- Client feels connected
- Improves client direct involvement in their care (even records becomes PSE)
- Client information is not carried/hidden by client
- Therapist can reply whenever convenient.
- The client record is automatically created in both the assignment and the replies.
- Clients will ‘say’ things digitally they may not say F2F.
- Can be a prompt for the next session as a follow-up

Cons

- Notices of shared journal takes the providers time
- Reading and replying to journals is not covered by 3rd party payors (if so, the allowables are very low)
- The provider reply is documented, and requires clinical attention (detail matters in the record)
- Clients can (if settings permit) share journals excessively.

Records Generation, Sharing, Storage, and Access



Digital Online SOW Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

Simple Records Generation, Sharing, Storage and Access

Compliance Assurance In Universal Practice Standards

Web Marketing Platforms

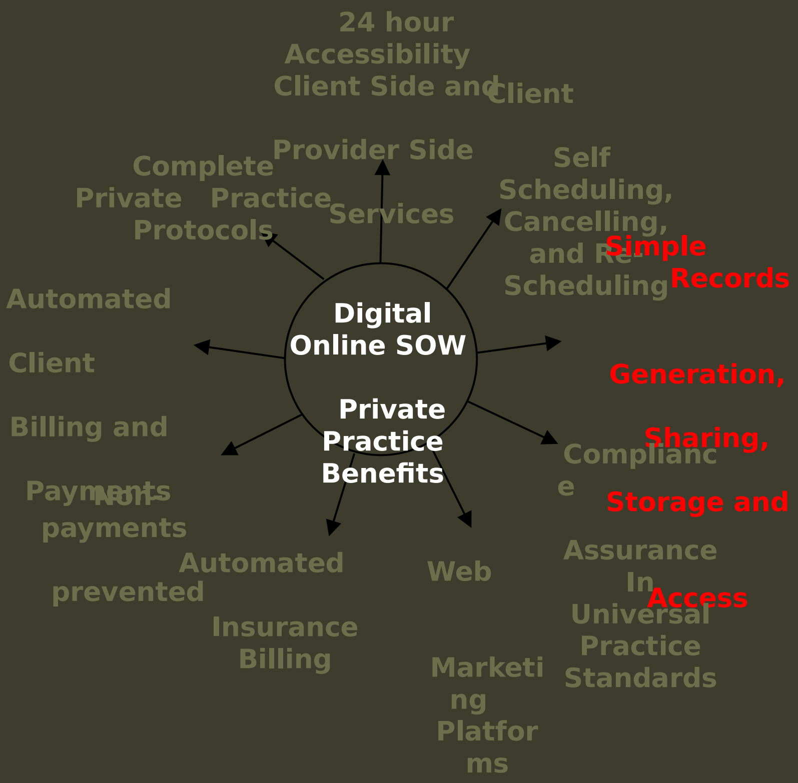
Automated Insurance Billing

Non-payments prevented

Automated Client Billing and Payments

Complete Private Practice Protocols

Looking at Records Generation, Sharing, Storage, and Access as it relates to some of the "My Practice" lists …



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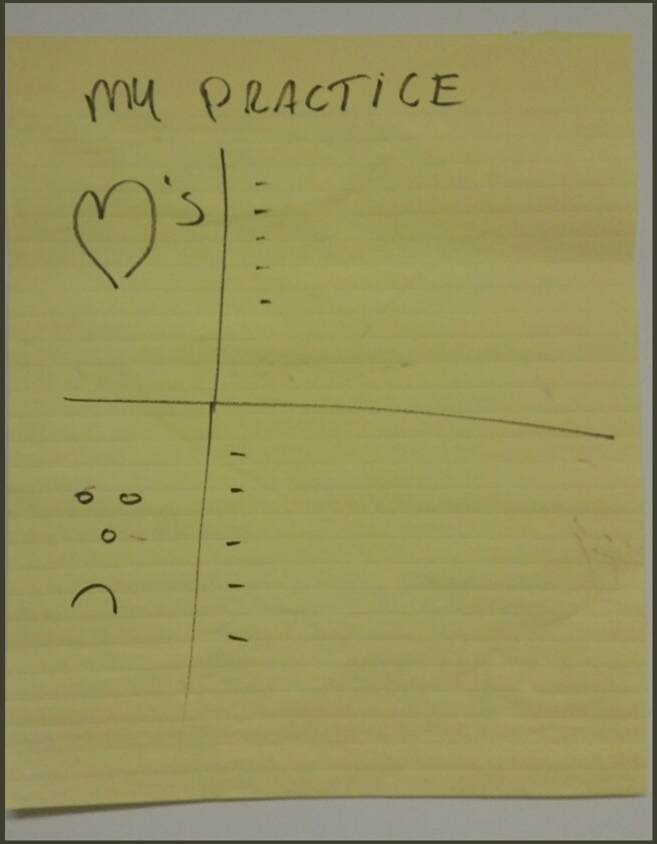
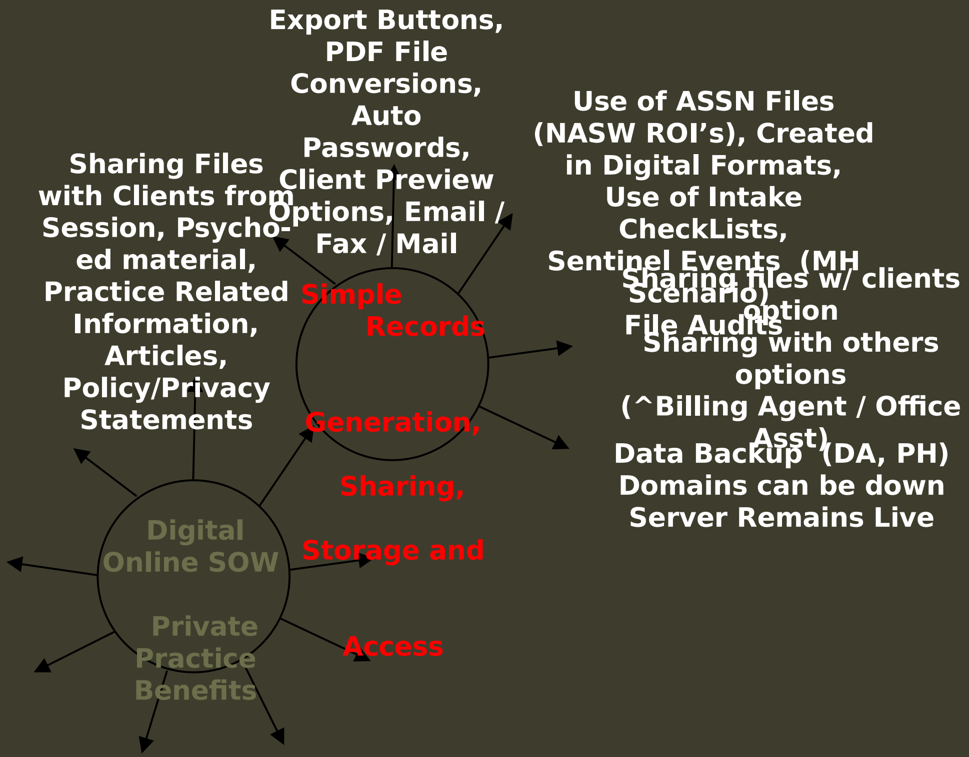


How the digital server/standardization has benefits in Records Generation, Sharing, Storage, and Access …



Digital Online SOW

Private Practice Benefits

Sharing Files with Clients from Session, Psycho-ed material, Practice Related Information, Articles, Policy/Privacy Statements

Simple Records Generation, Sharing, Storage and Access

Export Buttons, PDF File Conversions, Auto Passwords, Client Preview Options, Email / Fax / Mail

Use of ASSN Files (NASW ROI's), Created in Digital Formats, Use of Intake CheckLists, Sentinel Events (MH Scenario)

File Audits

Sharing files w/ clients option

Sharing with others options

(^Billing Agent / Office Asst)

Data Backup (DA, PH)

Domains can be down

Server Remains Live

A look at Records Requests, Sharing with Clients and Other Providers in the server

Records Generation, Sharing, Storage, and Access and taking a look at the server literally …

This Video: https://youtu.be/5rJT94ZXUqw
Demo Client Side: https://anynamehere.SecurePatientArea.com

Demo Provider Side: http://www.counsol.com/site/access/login_

Disadvantage and Advantages

Records Generation, Storage and Access …

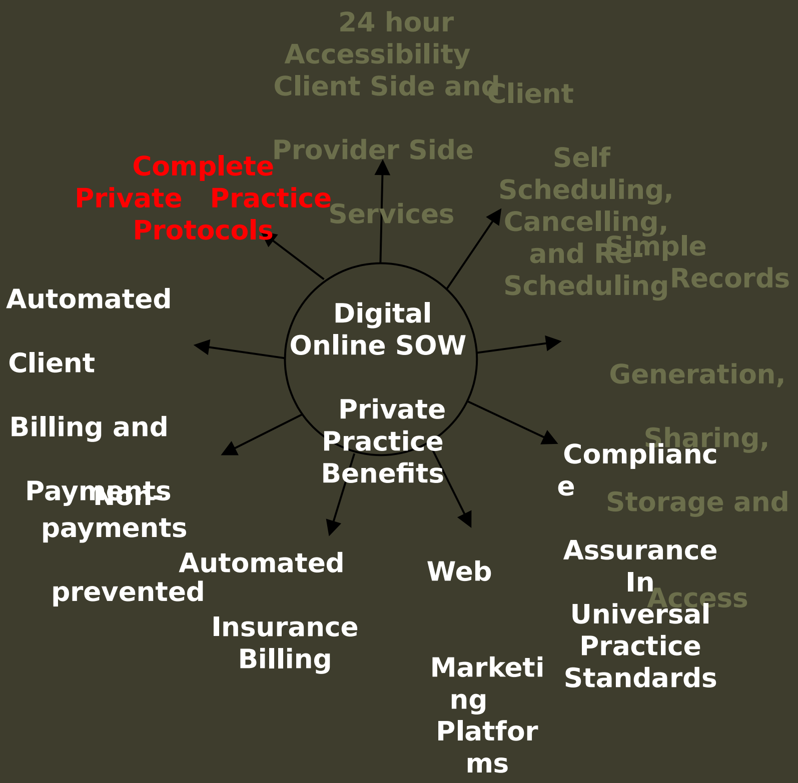
Pros

- Record/forms/tx related documents auto generate with scheduled sessions
- Saved records are not altered with template changes
- All files, forms, consents, shared psychoed material, emails, billing appear on screen with cl sitting there.
- No filing cabinets, no looking for or creating files
- Records request are fulfilled with a push of a button; can be secured with password for email, password for dvd, printed for mail/fax (practice info is on all generated dox)
- Records can be shared with cl, pass-worded to view, prior to submitting.
- Rec'd dox scanned as they are rec'd and reviewed, noted, initialed, attached in client file (date time and stamped).
- Records are digitally time stamped when created – and linked to session. Records generated by client are time stamped as well (ie: 5 minutes before session).
- Carryover progress notes; quick review of tx plan and goals at each session, session count, missing or processing records (self auditing)
- Voided recording options (into a notes tab) then clicking interventions

Cons

- Time stamp does not allow provider flexibility in completing records
- Auditing icons will reveal errors (some may not be caught by the provider)
- Updated forms will be needed with each new year.
- I like postits, I like handwritten notes, I like tape, I like staples!
- Technological stress
- More passwords!
- Cloud based risks are constant (are records actually ever removed?)
- Uploads can be erroneously attached

Complete Private Practice Protocol



Digital Online SOW Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

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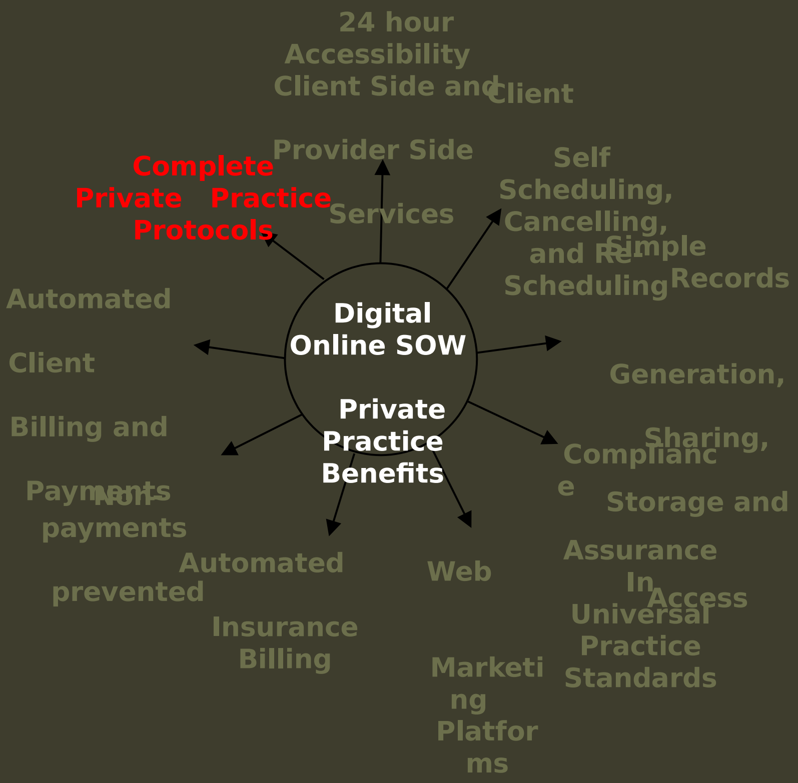
Complete Private Practice Protocols

Looking at Complete Private Practice Protocol as it relates to some of the “My Practice” lists …



Digital Online SOW

Private Practice Benefits

Complete Private Practice Protocols

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

Simple Records Generation, Sharing, Storage and Access

Compliance Assurance In Universal Practice Standards

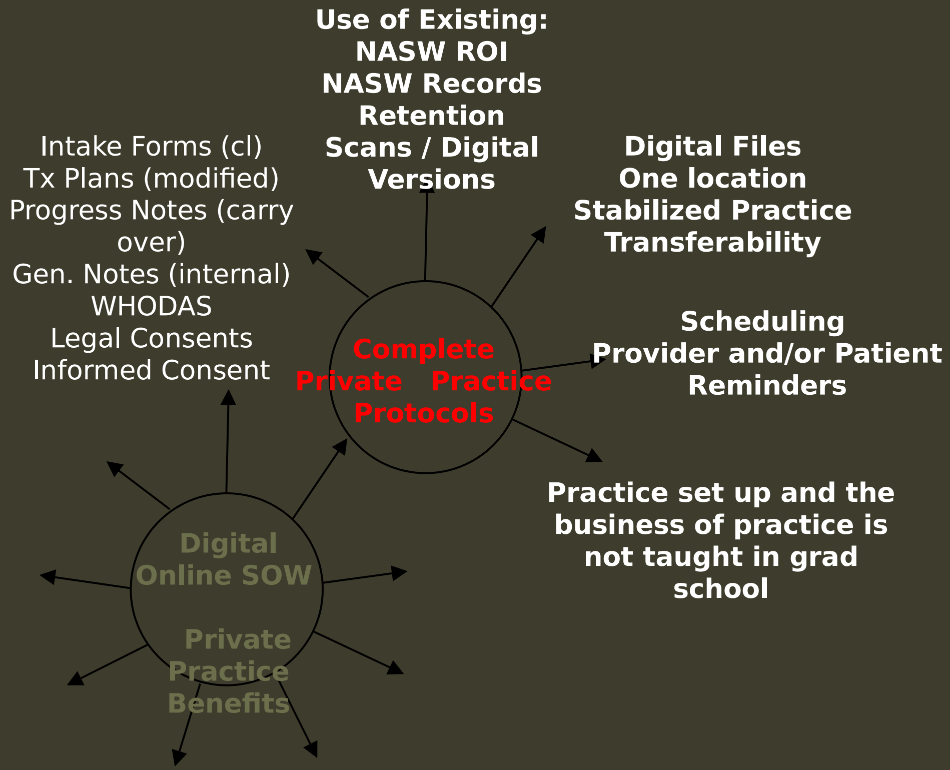
Web Marketing Platforms

Automated Insurance Billing

Automated Client Billing and Payments

Non-payments prevented

How the digital server/standardization has benefits in Complete Private Practice Protocol …



Use of Existing:
NASW ROI
NASW Records Retention
Scans / Digital Versions

Intake Forms (cl)
Tx Plans (modified)
Progress Notes (carry over)
Gen. Notes (internal)
WHODAS
Legal Consents
Informed Consent

Digital Files
One location
Stabilized Practice
Transferability

Scheduling
Provider and/or Patient Reminders

Complete Private Practice Protocols

Practice set up and the business of practice is not taught in grad school

Digital Online SOW

Private Practice Benefits

Complete Private Practice Protocol and taking a look at the server literally …

This Video: VIEWS OF CLIENT SIDE and PROVIDER SIDE
Demo Client Side: https://anynamehere.SecurePatientArea.com

Demo Provider Side: http://www.counsol.com/site/access/login

Disadvantage and Advantages

Private Practice Protocol

…

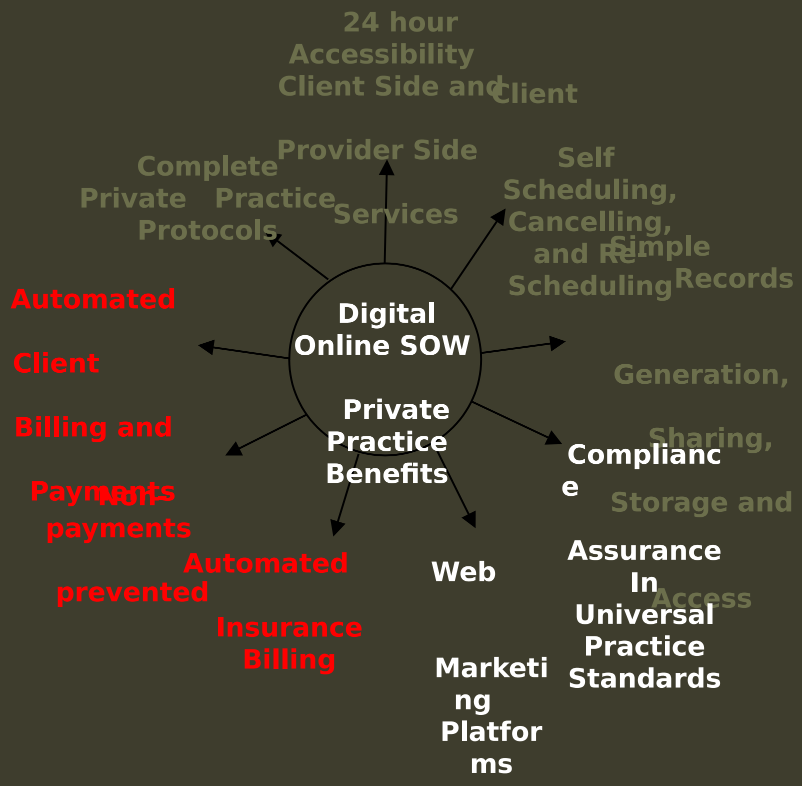
Pros

- All forms are in the server – no files to create or look for in the office
- The protocol improves professional image
- No forms to explain and fill out in sessions
- Cl can provide info in privacy / comfort
- Intake information, billing information, consents, insurance information is generated by the client (client centered)
- Access is 24 hours a day (client side and provider); is not office dependent.
- Practice standards are minimally met
- When the provider leaves the practice (the equivalent of the clinic) remains accessible – with an alternative provider readily able to step in (continuing care)
- Client can sign tx plan, biopsyche
- Legal Consent and Informed Consent documents are in "digital file" printable by client
- One button records generation is maintained even if server is no longer used
- Information is client driven/generated; not provider driven/generated

Cons

- Access is internet dependent
- Limited to web savvy clients
- Form information may contradict (ie: WHODAS and Areas of Functioning, and Self Reports)
- Cl may omit information out of fear of online concerns (or documenting concerns 'in a record')
- Cl may agree to information they've not actually read ("I agree that I have read and ….")
- Impersonal – may impact rapport building
- Hacking Risks
- Burden to get care is on patient (no longer directed by provider)

Automated Billing and Payments; Non-Payments Prevented; Automated Insurance Billing



Digital Online SOW Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

Simple Records Generation, Sharing, Storage and Access

Compliance Assurance In Universal Practice Standards

Web Marketing Platforms

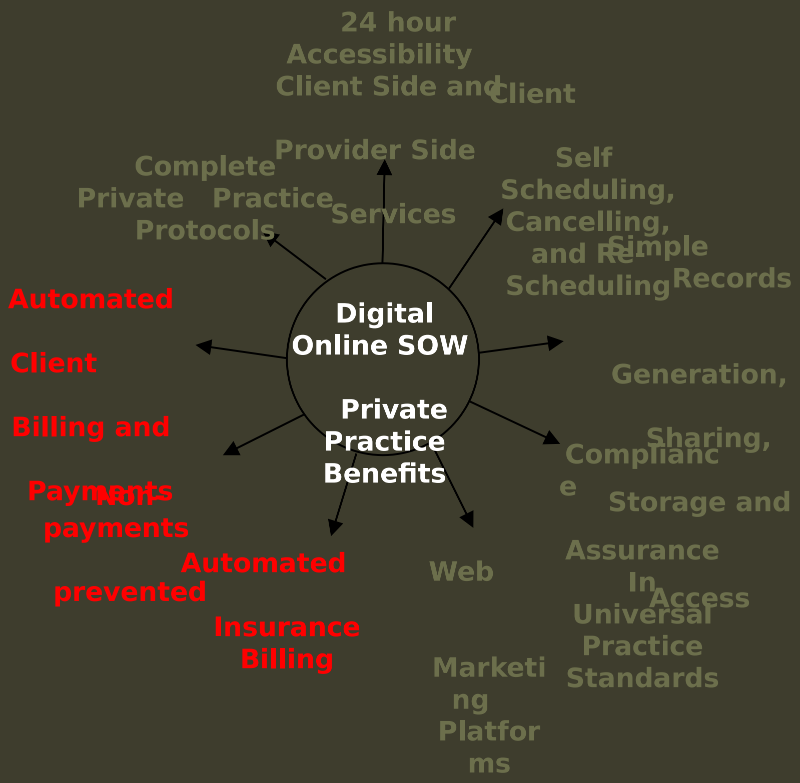
Automated Insurance Billing

Non-payments prevented

Automated Client Billing and Payments

Complete Private Practice Protocols

Looking at Automated Billing, Payments, Preventing Non-Payments, and Automated Insurance Billing - as it relates to some of the “My Practice” lists



Digital Online SOW

Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

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Compliance Assurance In Universal Practice Standards

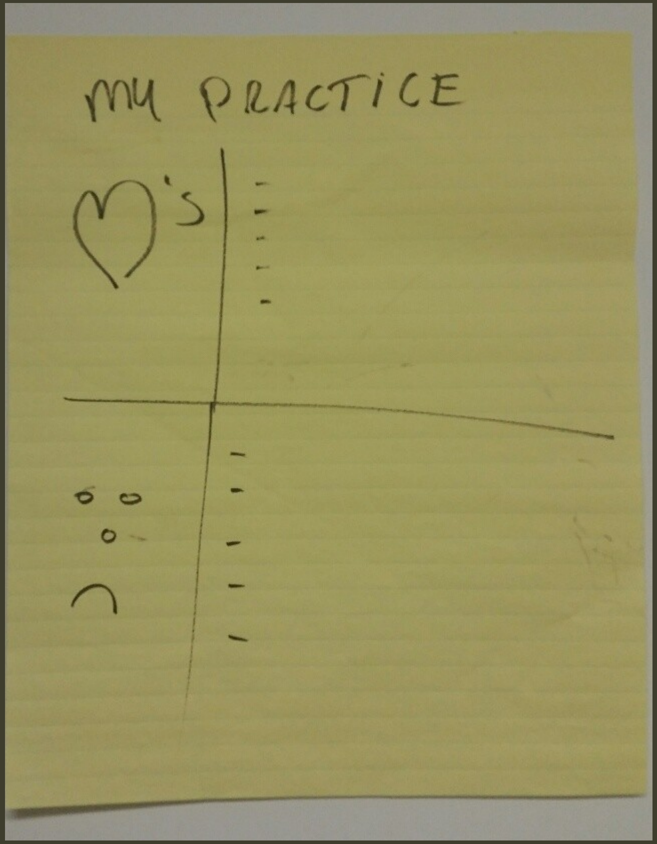
Web Marketing Platforms

Automated Insurance Billing

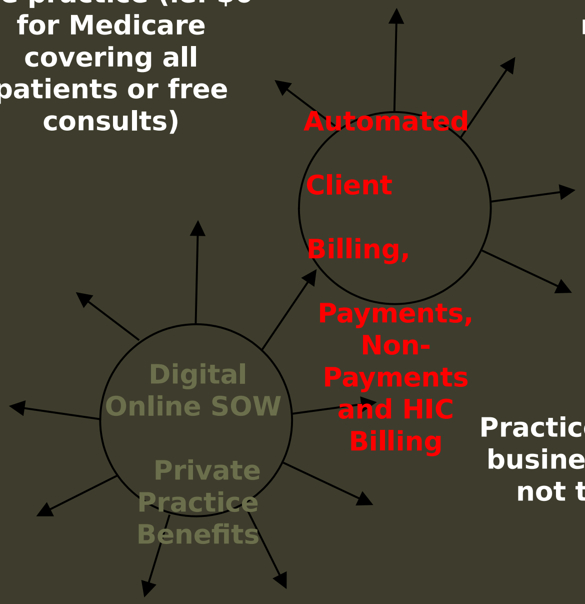
Non-payments prevented

Automated Client Billing and Payments

Complete Private Practice Protocols



How the digital server/standardization works in Automated Billing and Payments with Non-Payments Prevented and Automated Insurance Billing



Digital Online SOW

Private Practice Benefits

Automated

Client

Billing,

Payments, Non-Payments and HIC Billing

Rates are set for the practice (ie: $0 for Medicare covering all patients or free consults)

Rates are set for Each Patient to Set up PR and to Set up HIC amounts

Credit Info is / can be required to schedule with authorization granted. (encrypted to meet credit card laws); gateway processes in client billing profile at time of session.

HIC can be processed in HIC profile, at time of session where claim accepted is provided.

Scheduling Provider and/or Patient Reminders

Practice set up and the business of practice is not taught in grad school

Automated Billing and Payments and Non-Payments Prevented and Automated Insurance Payments looking at the server literally ...

This Video: VIEWS OF CLIENT SIDE and PROVIDER SIDE
Demo Client Side: https://anynamehere.SecurePatientArea.com

Demo Provider Side: http://www.counsol.com/site/access/login

Disadvantage and Advantages

Automated Billing and Payments plus Non-Payments Prevented and Automated Insurance Billing

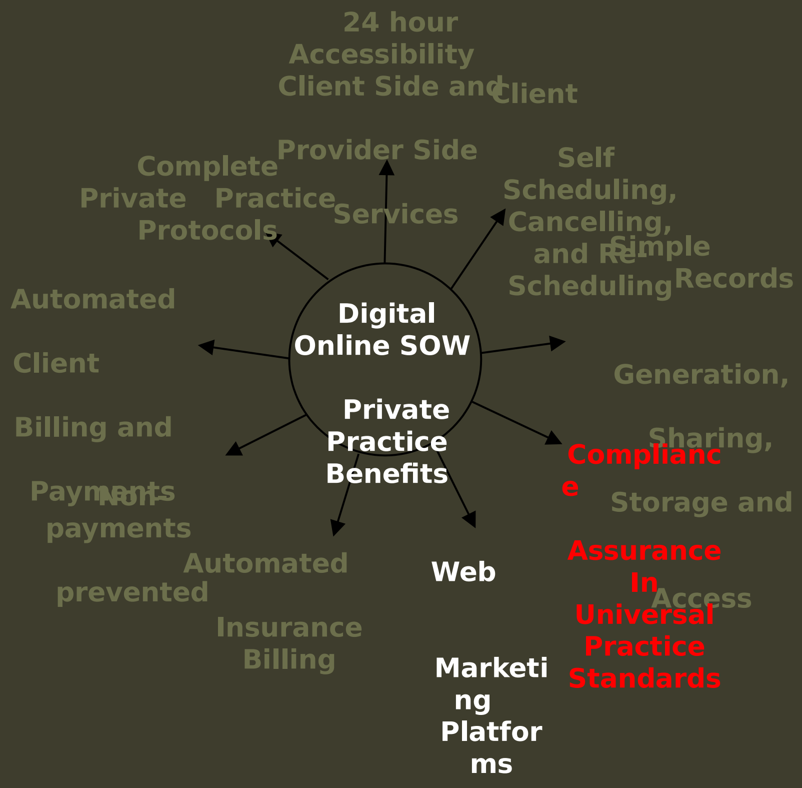
Pros

- Clients provide all authorizations and consent.
- Informed consent and authorizations are in server with client digi-file
- Low/no outstanding balances due
- Credit card protection laws are met with encryption (and no cards are on file)
- Receipts are in billing tab, (CPT, DOS, Dx Codes, PR costs); digital or printable
- Funds generate from cl session, to CC gateway, to your bank account (with cc fees deducted)
- HIC claims process at session, using alternative gateway, at time of service
- CC payment and HIC Claim Accepted occur with patient present
- Billing agent role is reduced (and possibly no longer needed).
- Collection agency use is reduced (and possibly no longer needed).

Cons

- Cl may not want to provide CC information (and decide not to schedule)
- Cards expire
- Annual Insurance changes
- HIC non / delay of payments still require provider involvement
- No Billing Agent to deal with insurance set up for initial session(s) / annual changes

Compliance Assurance in Universal Standards



Digital Online SOW

Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

Simple Records Generation, Sharing, Storage and Access

Complete Private Practice Protocols

Automated Client Billing and Payments

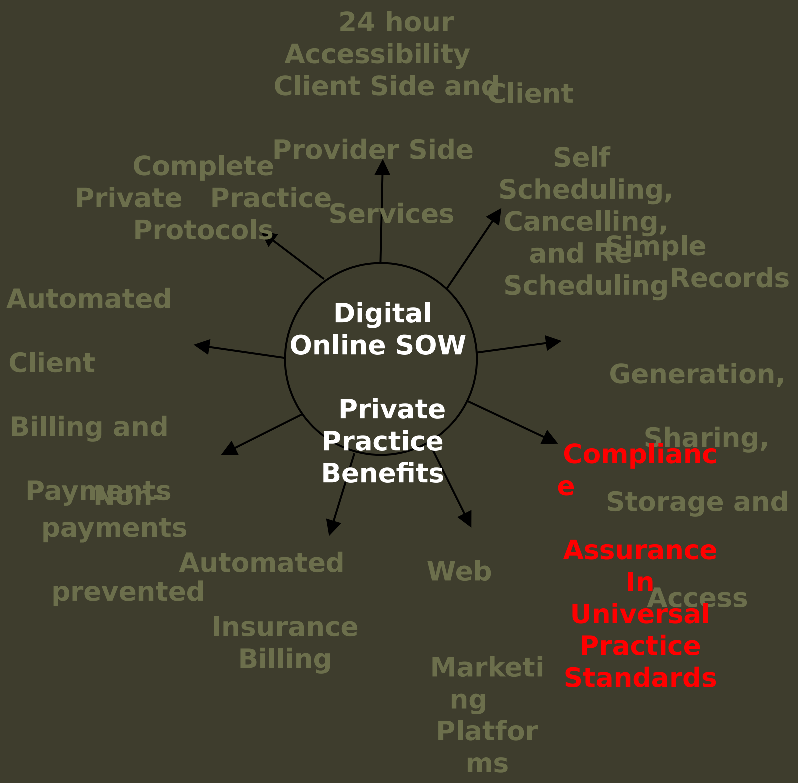
Non-payments prevented

Automated Insurance Billing

Web Marketing Platforms

Compliance Assurance In Universal Practice Standards

Looking at Compliance Assurance in Universal Standards as these relate to some of the "My Practice" lists …



Digital Online SOW Private Practice Benefits

24 hour Accessibility Client Side and Provider Side Services

Client Self Scheduling, Cancelling, and Re-Scheduling

Simple Records Generation, Sharing, Storage and Access

Compliance Assurance In Universal Practice Standards

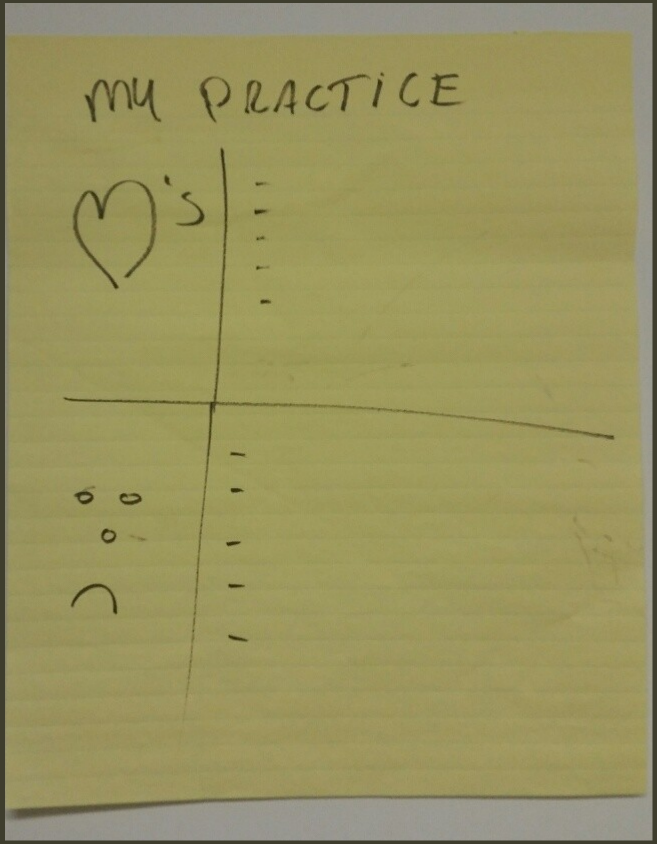
Web Marketing Platforms

Automated Insurance Billing

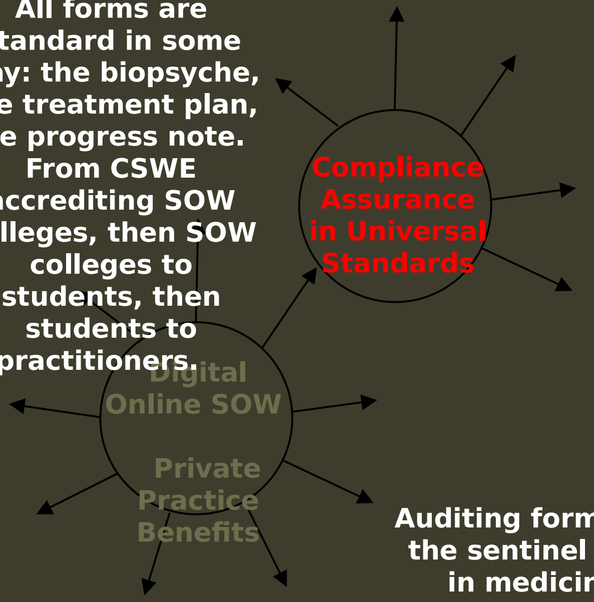
Non-payments prevented

Automated Client Billing and Payments

Complete Private Practice Protocols



How the digital server/standardization works in Compliance Assurance in Universal Standards …


Compliance Assurance in Universal Standards
Digital Online SOW
Private Practice Benefits

Electronic records are not required in the MH field (E-billing may be an exception) ; providers who move to the digital model are likely ahead of the trend

The number of documents that are built into the client digital file may decrease liability risks (emails, journals, billing, consents, and even the depth of the progress notes and treatment plans.

Incorporating NASW generated, HIPAA generated, (others) forms can be done in scans and/or in forms creation.

The server shows when sessions are missing progress notes, shared notes, or if they are incomplete. The scheduling tab show if the PT has a treatment plan. The progress note is linked to DSM dx (IVTR and 5); CPT codes are linked to billing; all of these are triggered in scheduling.

All forms are standard in some way: the biopsyche, the treatment plan, the progress note. From CSWE accrediting SOW colleges, then SOW colleges to students, then students to practitioners.

Checklists for intakes document topics discussed with client, and assists the provider in duplicating steps with all patients.

Auditing forms similar to the sentinel events form in medicine, can be created and used in the server as scenarios demand.

Compliance Assurance in Universal Standards …

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Demo Provider Side: http://www.counsol.com/site/access/login

Disadvantage and Advantages

Compliance Assurance in Universal Standards…

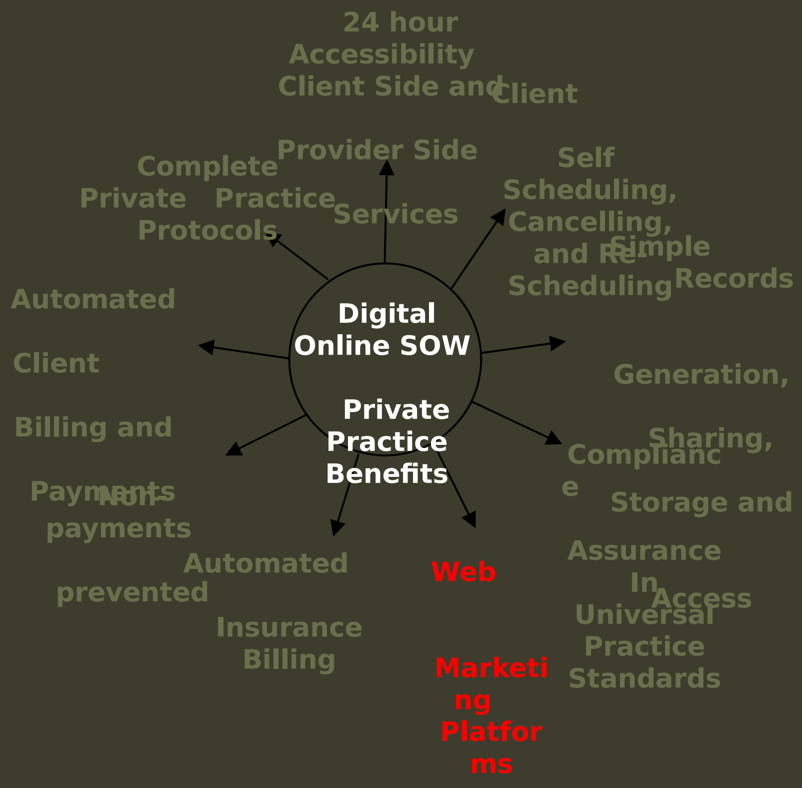
Pros

- The standards of the profession are evident in the ‘paper trail’ – found now as a digital one (unless paper generation is required/preferred)
- Session DOS and records time stamps assist in the pairing of events to the recording of those events.
- A digital page is not the same as a paper page (more can be done in less space) where allot of data is gathered, in one place (almost without being aware of it – ie:110 pages in 4 sessions?).
- Server prompts, field population requirements (or even ones left blank) assist the client and the provider with getting to the ‘have to’ information.
- Specialty and intervention variations can be added to the standard forms at anytime –so the standardized aspect does not limit the unique aspects of the provider.
- The next social worker in practice can generally know what to expect in private practice as/if the model expands in the profession.

Cons

- One size never fits all.
- Checklists can be missed and not completed.
- Staying current in the evolving mental health profession is not solved with a server – no matter how standard it is.
- This is allot of work for a practitioner who is not generally getting audited on some regular basis.
- Moving from paper standards to digital standards is an adjustment which might negatively affect the existing system in place.
- Over documentation could increase liability (the server makes apparent omissions that may not always be caught); this could come back to haunt me later.

Web-based platforms that help in Marketing



Digital
Online SOW
Private
Practice
Benefits

24 hour
Accessibility
Client Side and
Provider Side
Services

Client
Self
Scheduling,
Cancelling,
and Re-
Scheduling

Simple
Records
Generation,
Sharing,
Storage and
Access

Compliance
Assurance
In
Universal
Practice
Standards

Web
Marketing
Platforms

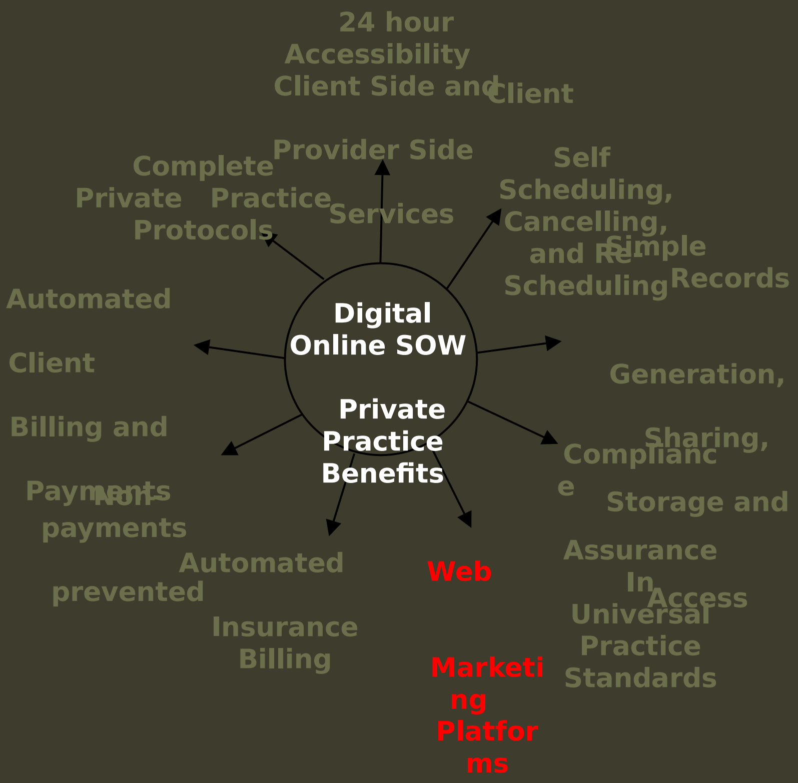
Automated
Insurance
Billing

Non-
payments
prevented

Automated
Client
Billing and
Payments

Complete
Private Practice
Protocols

Looking at Web-based Platforms and Marketing as these relate to some of the “My Practice” lists



Digital Online SOW

Private Practice Benefits

24 hour Accessibility Client Side and Provider Side

Client Services

Self Scheduling, Cancelling, and Re-Scheduling

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Compliance Assurance In Universal Practice Standards

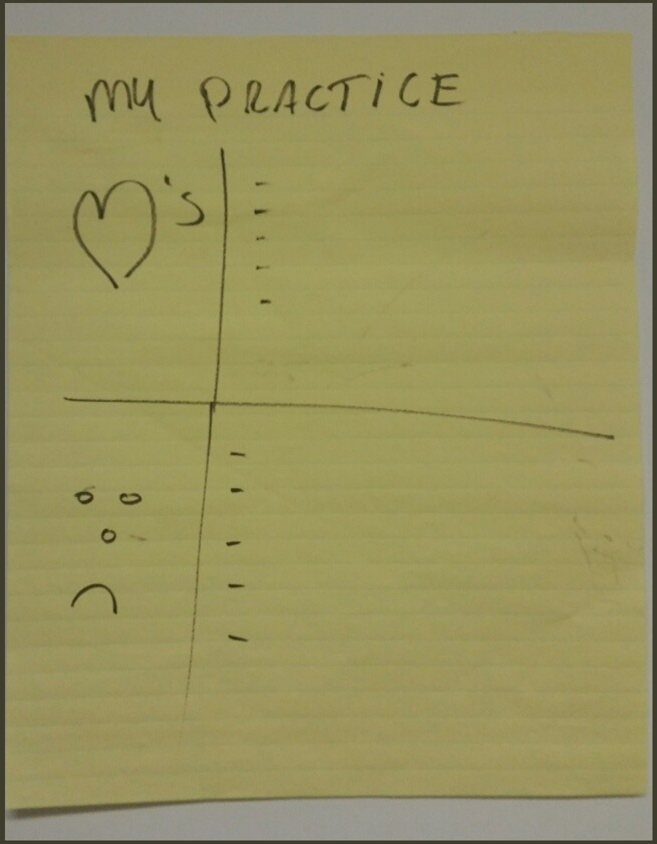
Web Marketing Platforms

Automated Insurance Billing

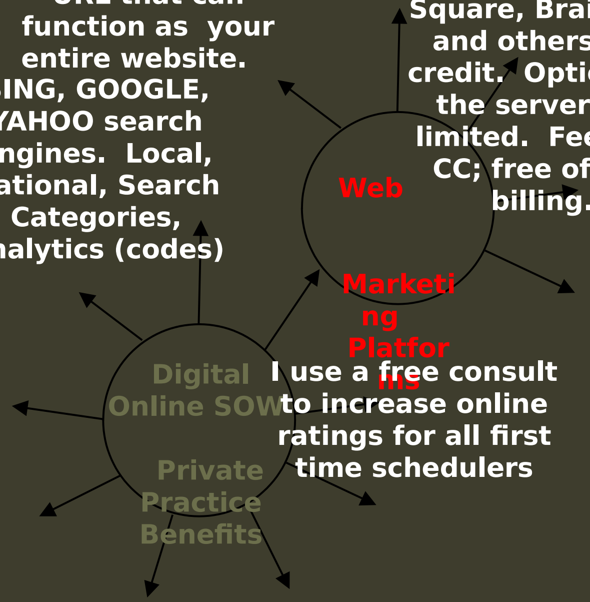
Automated Client Billing and Payments

Non-payments prevented

Complete Private Practice Protocols



How the digital server/standardization works in Web Based Platforms and Marketing …



The server generated URL is then linked to other web based services (both free and fee based)

The server generates a web URL that can function as your entire website. BING, GOOGLE, YAHOO search engines. Local, National, Search Categories, Analytics (codes)

Web based electronic billing, online credit card processing is not new. Over the years the programmers have added them to the server. OfficeAlly and Availity are billing; Paypal, Square, Braintree and others are credit. Options in the server are limited. Fees for CC; free of HIC billing.

Other web services/vendors offer client reviews many are mostly free: ie: healthgrades (license is needed) , google reviews. One may be enough. Use URL from server here.

Web presence using a domain is what I do. I've gone with a non-provider based domain for the sake of transferability; the server only compliments and enhances that bias/paradigm.

I use a free consult to increase online ratings for all first time schedulers

Lot's of fee for service web marketing options are out there; Psychology Today and others like Yodle. Like the free vendors, one may be enough. Use URL from server here.

A look at Web Based Platforms and Marketing …

This Video: PROVIDER SIDE – being with provider generated URL
Demo Client Side: https://anynamehere.SecurePatientArea.com

Demo Provider Side: http://www.counsol.com/site/access/login

Disadvantage and Advantages

Web Based Platforms and Marketing

Pros

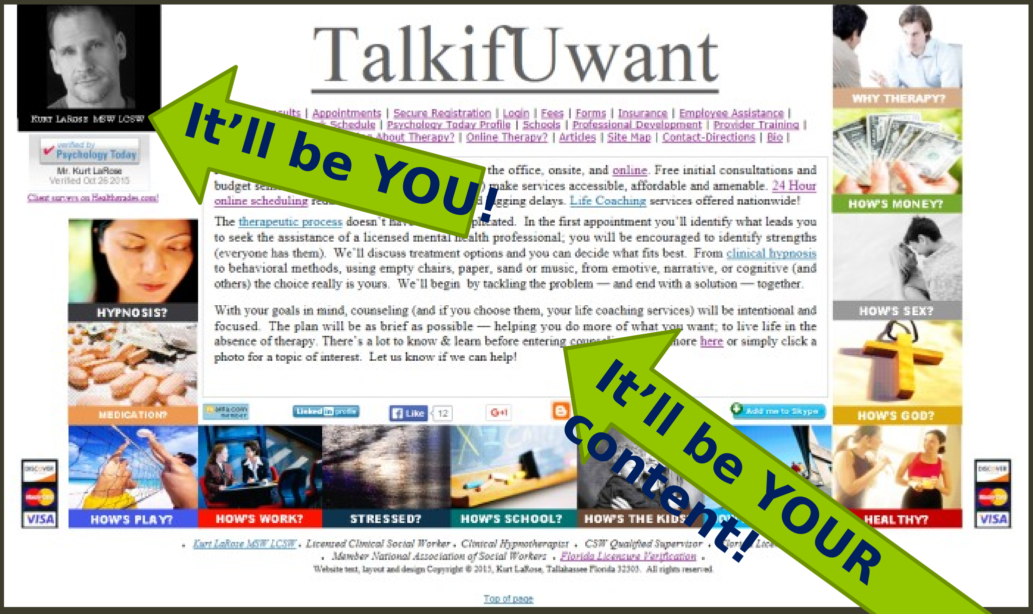
- The server has completed the programming to link (FTP) with certain companies for CC and one for HIC.
- These are connected/triggered automatically as sessions are scheduled (invoices) and as they occur (DOS and processing CC and HIC)
- Free marketing that works (used by other professionals) is likely more reliable
- Lower cost marketing platforms, also used by other professions is likely more affordable.
- Free consult brings in more inquiry’s and increases approval if a second (and other) sessions follow.
- Effective marketing drives clients to server site, scheduling – 24 hours a day.
- Therapist is not spending time managing scheduling, appointment reminders, etc.

Cons

- May not be as effective in very small communities (rural); unsure.
- Spending time to set up HIC gateway for each panel
- ^Doesn’t assure improved payment processes with HIC
- National goals are harder to meet online marketing (google is addressed based, Bing is more national but higher priced by click and search)

My Domain and/or Server Domain?

Both would work, however, having your own domain is optional. The domain is more about branding the service (the social technology of a social worker) in my view of it; the server URL (generated with the server) can be the URL as your website as well (here I suggest a branded name rather than a provider name concept).Your domain and/or your server will be the link used in online marketing (free and vendor based). Visitors are directed to your 24 hour online practice … either way. If you have a domain I would suggest adding the server links, healthgrade links, psychology today links, etc. and adding your domain address to the server website button …



TalkifUwant

Appointments | Secure Registration | Login | Fees | Forms | Insurance | Employee Assistance | Schedule | Psychology Today Profile | Schools | Professional Development | Provider Training | About Therapy? | Online Therapy? | Articles | Site Map | Contact-Directions | Bio |

Mr. Kurt LaRose
Verified Oct 26 2015
Client surveys on Healthgrades.com!

the office, onsite, and online. Free initial consultations and budget se make services accessible, affordable and amenable. 24 Hour online scheduling re gging delays. Life Coaching services offered nationwide!

The therapeutic process doesn't ha plicated. In the first appointment you'll identify what leads you to seek the assistance of a licensed mental health professional; you will be encouraged to identify strengths (everyone has them). We'll discuss treatment options and you can decide what fits best. From clinical hypnosis to behavioral methods, using empty chairs, paper, sand or music, from emotive, narrative, or cognitive (and others) the choice really is yours. We'll begin by tackling the problem — and end with a solution — together.

With your goals in mind, counseling (and if you choose them, your life coaching services) will be intentional and focused. The plan will be as brief as possible — helping you do more of what you want; to live life in the absence of therapy. There's a lot to know & learn before entering cou more here or simply click a photo for a topic of interest. Let us know if we can help!

. Kurt LaRose MSW LCSW . Licensed Clinical Social Worker . Clinical Hypnotherapist . CSW Qualified Supervisor . Florida Lic
. Member National Association of Social Workers . Florida Licensure Verification .
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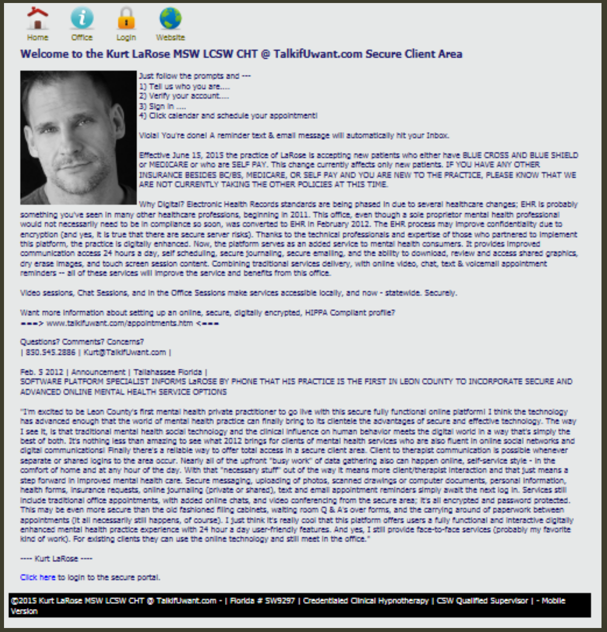


Welcome to the Kurt LaRose MSW LCSW CHT @ TalkifUwant.com Secure Client Area

Just follow the prompts and ---
1) Tell us who you are....
2) Verify your account....
3) Sign in .....
4) Click calendar and schedule your appointment!

Voila! You're done! A reminder text & email message will automatically hit your Inbox.

Effective June 15, 2015 the practice of LaRose is accepting new patients who either have BLUE CROSS AND BLUE SHIELD or MEDICARE or who are SELF PAY. This change currently affects only new patients. IF YOU HAVE ANY OTHER INSURANCE BESIDES BC/BS, MEDICARE, OR SELF PAY AND YOU ARE NEW TO THE PRACTICE, PLEASE KNOW THAT WE ARE NOT CURRENTLY TAKING THE OTHER POLICIES AT THIS TIME.

Why Digital? Electronic Health Records standards are being phased in due to several healthcare changes; EHR is probably something you've seen in many other healthcare professions, beginning in 2011. This office, even though a sole proprietor mental health professional would not necessarily need to be in compliance so soon, was converted to EHR in February 2012. The EHR process may improve confidentiality due to encryption (and yes, it is true that there are secure server risks). Thanks to the technical professionals and expertise of those who partnered to implement this platform, the practice is digitally enhanced. Now, the platform serves as an added service to mental health consumers. It provides improved communication access 24 hours a day, self scheduling, secure journaling, secure emailing, and the ability to download, review and access shared graphics, dry erase images, and touch screen session content. Combining traditional services delivery, with online video, chat, text & voicemail appointment reminders -- all of these services will improve the service and benefits from this office.

Video sessions, Chat Sessions, and in the Office Sessions make services accessible locally, and now - statewide. Securely.

Want more information about setting up an online, secure, digitally encrypted, HIPPA Compliant profile?
===> www.talkifuwant.com/appointments.htm <===

Questions? Comments? Concerns?
| 850.545.2886 | Kurt@TalkifUwant.com |

Feb. 5 2012 | Announcement | Tallahassee Florida |
SOFTWARE PLATFORM SPECIALIST INFORMS LaROSE BY PHONE THAT HIS PRACTICE IS THE FIRST IN LEON COUNTY TO INCORPORATE SECURE AND ADVANCED ONLINE MENTAL HEALTH SERVICE OPTIONS

"I'm excited to be Leon County's first mental health private practitioner to go live with this secure fully functional online platform! I think the technology has advanced enough that the world of mental health practice can finally bring to its clientele the advantages of secure and effective technology. The way I see it, is that traditional mental health social technology and the clinical influence on human behavior meets the digital world in a way that's simply the best of both. It's nothing less than amazing to see what 2012 brings for clients of mental health services who are also fluent in online social networks and digital communications! Finally there's a reliable way to offer total access in a secure client area. Client to therapist communication is possible whenever separate or shared logins to the area occur. Nearly all of the upfront "busy work" of data gathering also can happen online, self-service style - in the comfort of home and at any hour of the day. With that "necessary stuff" out of the way it means more client/therapist interaction and that just means a step forward in improved mental health care. Secure messaging, uploading of photos, scanned drawings or computer documents, personal information, health forms, insurance requests, online journaling (private or shared), text and email appointment reminders simply await the next log in. Services still include traditional office appointments, with added online chats, and video conferencing from the secure area; it's all encrypted and password protected. This may be even more secure than the old fashioned filing cabinets, waiting room Q & A's over forms, and the carrying around of paperwork between appointments (it all necessarily still happens, of course). I just think it's really cool that this platform offers users a fully functional and interactive digitally enhanced mental health practice experience with 24 hour a day user-friendly features. And yes, I still provide face-to-face services (probably my favorite kind of work). For existing clients they can use the online technology and still meet in the office."

---- Kurt LaRose ----

Click here to login to the secure portal.

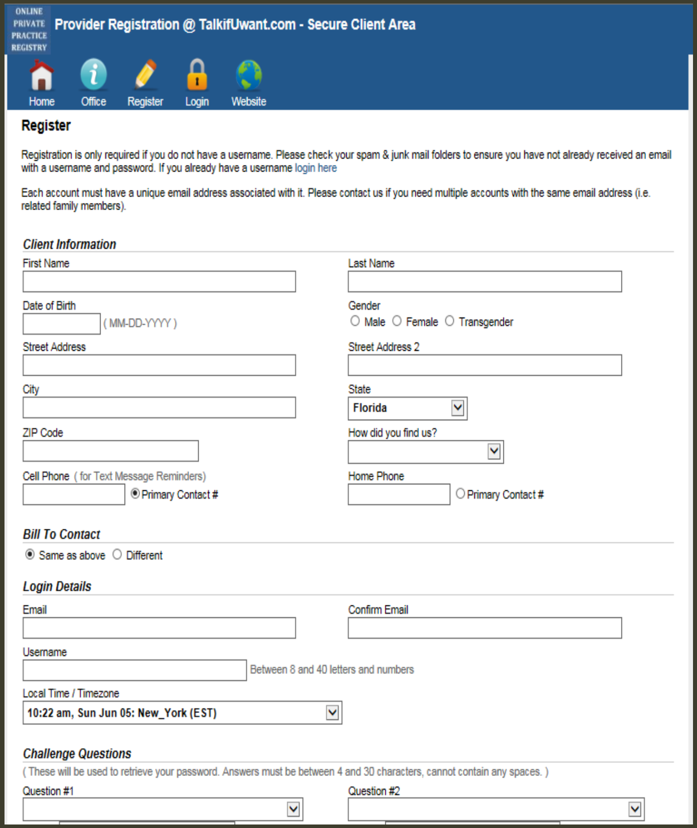
©2015 Kurt LaRose MSW LCSW CHT @ TalkifUwant.com - | Florida # SW9297 | Credentialed Clinical Hypnotherapy | CSW Qualified Supervisor | - Mobile Version

Links to consider …

- www.counsol.com (fee, monthly; generates server URL) disclosure: ‘talkifuwant’
- www.healthgrades.com (free; licensed pro, patient reviews and scores, comparison to peers). Use server/domain URL here.
- www.psychologytoday.com (fee; monthly online marketing) Use server/domain URL here.
- www.officeally.com (a free option and a fee based option); links to server – others may follow; currently this gateway is the only one.
- www.google.com (gmail -> Products-> Business -> web analytics -> a code generation) Use this if you have your own domain to drive searches to your specific domain.
- Credit Card Processing(fees are pass through): several merchant services options are offered in the server with various fee structures. These are processors who work through websites (where you may use square, or paypal – a server uses say braintree (or others).
- Social Media Options - I suggest Social Media Ethics CEU course here (links included in following areas)
  - Facebook (use professional page, consider limiting posting to only you, develop statement for client requests)
  - LinkedIn
  - Twitter (if you commonly tweet)
  - Blogs/Blogger (others)
  - Google Plus
  - Instagram
  - OTHERS

Want to see the client side?

https://providerregistration.secure-client-area.com



Provider Registration @ TalkifUwant.com - Secure Client Area

Register

Registration is only required if you do not have a username. Please check your spam & junk mail folders to ensure you have not already received an email with a username and password. If you already have a username login here

Each account must have a unique email address associated with it. Please contact us if you need multiple accounts with the same email address (i.e. related family members).

Client Information

First Name
Last Name
Date of Birth (MM-DD-YYYY)
Gender ○ Male ○ Female ○ Transgender
Street Address
Street Address 2
City
State: Florida
ZIP Code
How did you find us?
Cell Phone (for Text Message Reminders) ● Primary Contact #
Home Phone ○ Primary Contact #

Bill To Contact

● Same as above ○ Different

Login Details

Email
Confirm Email
Username — Between 8 and 40 letters and numbers
Local Time / Timezone: 10:22 am, Sun Jun 05: New_York (EST)

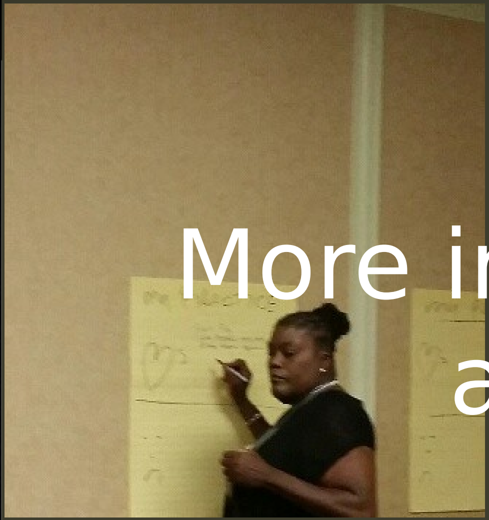
Challenge Questions

(These will be used to retrieve your password. Answers must be between 4 and 30 characters, cannot contain any spaces.)

Question #1
Question #2

Follow the provider registration link to learn more – and you’ll experience the platform as a client does. Here you can schedule a time to talk with us about three ways to begin, if interested.

More information for training and presentations



LaRose is available to present to private practices, associations, conferences, university students, risk managers, insurance companies, third party payors, and anyone who works in stabilizing mental healthcare practices, particularly for LCSW’s. Training can be onsite in groups, by video, and can include a full presentation, similar to this power point.

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Go to
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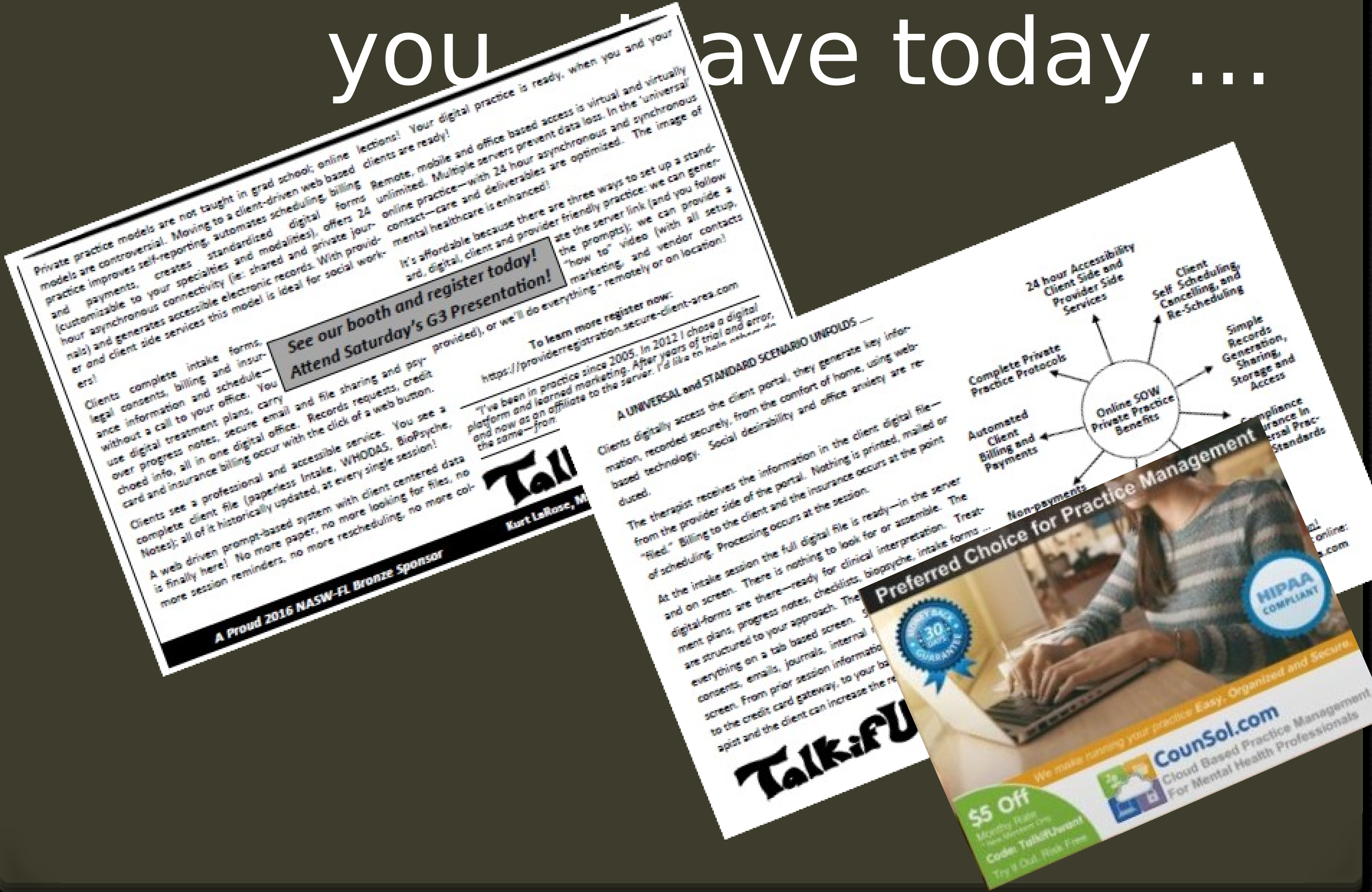
Enter Talkifuwant as the code, for a $5 discount per month! You’ll be prompted with set up steps and assigned a rep to guide you along the way.

Feel free to take these as you ave today …



Private practice models are not taught in grad school; online models are controversial. Moving to a client-driven web based practice improves self-reporting, automates scheduling, billing and payments, creates standardized digital forms (customizable to your specialties and modalities), offers 24 hour asynchronous connectivity (ie: shared and private journals) and generates accessible electronic records. With provider and client side services this model is ideal for social workers!

Clients complete intake forms, legal consents, billing and insurance information and schedule—without a call to your office. You use digital treatment plans, carry over progress notes, secure email and file sharing and psychoed info, all in one digital office. Records requests, credit card and insurance billing occur with the click of a web button.

Clients see a professional and accessible service. You see a complete client file (paperless Intake, WHODAS, BioPsyche, Notes); all of it historically updated, at every single session!

A web driven prompt-based system with client centered data is finally here! No more paper, no more looking for files, no more session reminders, no more rescheduling, no more collections! Your digital practice is ready, when you and your clients are ready!

Remote, mobile and office based access is virtual and virtually unlimited. Multiple servers prevent data loss. In the 'universal' online practice—with 24 hour asynchronous and synchronous contact—care and deliverables are optimized. The image of mental healthcare is enhanced!

It's affordable because there are three ways to set up a standard, digital, client and provider friendly practice: we can generate the server link (and you follow the prompts); we can provide a "how to" video (with all setup, marketing, and vendor contacts provided), or we'll do everything - remotely or on location!

See our booth and register today!
Attend Saturday's G3 Presentation!

To learn more register now:
https://providerregistration.secure-client-area.com

"I've been in practice since 2005. In 2012 I chose a digital platform and learned marketing. After years of trial and error, and now as an affiliate to the server, I'd like to help others do the same—from

Tal

Kurt LaRose, M

A Proud 2016 NASW-FL Bronze Sponsor

A UNIVERSAL and STANDARD SCENARIO UNFOLDS …

Clients digitally access the client portal, they generate key information, recorded securely, from the comfort of home, using web-based technology. Social desirability and office anxiety are reduced.

The therapist receives the information in the client digital file—from the provider side of the portal. Nothing is printed, mailed or "filed." Billing to the client and the insurance occurs at the point of scheduling. Processing occurs at the session.

At the intake session the full digital file is ready—in the server and on screen. There is nothing to look for or assemble. The digital-forms are there—ready for clinical interpretation. Treatment plans, progress notes, checklists, biopsyche, intake forms … are structured to your approach. The
everything on a tab based screen.
consents, emails, journals, internal
screen. From prior session informatio
to the credit card gateway, to your b
apist and the client can increase the re

TalkifU

Online SOW Private Practice Benefits

- 24 hour Accessibility Client Side and Provider Side Services
- Client Self Scheduling, Cancelling, and Re-Scheduling
- Simple Records Generation, Sharing, Storage and Access
- mpliance urance In ersal Prac- Standards
- Non-payments
- Automated Client Billing and Payments
- Complete Private Practice Protocols

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